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20c A COPY

B. A. I. S. 1875 with N. W. Ayer & Son

SPRINGTIME

THE ADVANCE GUARD of spring again is creeping stealthily upon us. Weary and bedraggled patches of snow, the last defenders of winter's fortress, are reluctantly retreating. Soon, with a rush, the hosts of Nature will come galloping over the hills with a blare of bugles and with bravely flaunting banners.

IT'S THE age-old onslaught, the age-old miracle of the victory of eternal life. But always it presents itself anew, flashing with new beauties—brimming over with new inspirations.

Clocked to the hour with the season, the advertising of D. M. Ferry & Co., seed growers, Detroit, Michigan, is blooming in the magazines and newspapers. A sparkling, colorful campaign repeating the same old story of bountiful, smiling gardens from Ferry's purebred Seeds—but tripping merrily in a new dress embroidered gaily with a delightfully new appeal.

When we presented this campaign, our client remarked the fact that this was the fiftieth consecutive advertising campaign we had prepared for them, and as far as they could recollect it was the best. They were amazed at our ability to instill a fresh viewpoint year after year.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



G. LYNN SUMNER

President of Association of National Advertisers

ON

"Copy"

Mr. Sumner recently spoke on, "Has advertising found itself?" In answering this question, he said:

"Copy is absolutely the sole factor upon which the success or failure of a campaign depends."

"The Interrupting Idea," our monthly mailing, has been testifying to Federal's insistence on copy as the cornerstone—*individual* copy, which belongs to one advertiser, and one only; *memorable* copy, which refuses to be forgotten; *demonstrable* copy, which automatically becomes the basis of the whole sales presentation.

Advertisers of inquiring mind are invited to add their names to the mailing list of "The Interrupting Idea." Please address—



FEDERAL
ADVERTISING AGENCY, INC.

SIX EAST THIRTY-NINTH ST., NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXX

NEW YORK, MARCH 5, 1925

No. 10

The Checking Department—A Frequently Overlooked Source of Sales Ideas

* Ways in Which Newspaper Advertisers May Realize Unexpected Benefits from More Efficient Checking of Advertisements

By Roland Cole

CALLING on an advertiser recently—one who is a large user of space in city and country newspapers—I found him going through a pile of newspapers that had just been brought to his desk.

"We frequently use as many as 3,500 newspapers in some of our campaigns," he said, in answer to my look of inquiry. "As our advertisements are printed, we receive copies of the papers, or 'tear-sheets' of the pages bearing our advertisements. I haven't time to look at all of them, but a few are brought to me every day. It gives me a picture of what is happening in the field."

I was halted by the thought—"picture of what is happening in the field." It had never occurred to me before. I asked my friend to explain:

"I mean," he said, "that this advertisement of ours as it appears

here in this particular newspaper is something different from what it was when we O.K.'d it in proof form. Of course we plated it before we sent it out, the newspaper used our plate, and the reproduction in the paper is fairly good."

He laid an engraver's proof of the advertisement alongside the reproduction of it in one of the papers. The contrast was marked—the proof brilliant in jet black ink on glossy white paper; the reproduction in the paper dull and gray-looking.

"However," he continued, "that's not what I mean so much as what this newspaper, with our advertisement in it, gives me in the form of an index of

what a group of people in a particular community are thinking about."

He laid one of the newspaper pages before me. His advertise-

Specimen of services rendered by checking departments of the more efficient sort:

Clipping competitive ads.
Getting vouchers in promptly so that cash discounts may be deducted.

Keeping tab on dealers' advertising.

Securing better positions.
Replacing defective cuts.

Furnishing sales manager with advance information on new buildings and other enterprises affording market for clients' goods.

Correcting typographical errors promptly.

Securing reinsertions on errors.

Acting as scout for space buyer, noting mediums which seem to be skidding, etc.

Watching editorial trends as affecting clients' markets.

ment occupied a position—two columns wide by five or six inches deep—at the top with reading matter alongside and other advertisements below.

"As I look at this page," he went on, "I see the kind of advertisements with which ours is competing. I see how other national advertisers, as well as local advertisers, endeavor to appeal to the people of this community. On another page is the advertisement of one of our competitors. He is using more space than we are. I am glad to know that. Here is a small advertisement of the merchant who handles our line. From the appearance of that copy, I would say he was a dead one. Over here is the advertisement of another merchant—big space, live copy. That merchant doesn't handle our product. Why? I would like to find out."

He picked up another paper and continued:

"Sometimes I find we are making a mistake in placing our advertisements on a certain page, like the sporting page. In this paper, everybody else is trying to be there and it's overcrowded with advertising, while the financial page carries a lot of live business news and has much less advertising. I think I'll try running our copy on that page a while."

And so he went on enumerating interesting things about the market complexion of the town as reflected in the local paper. The editorial columns frequently contained matter of interest—he pointed out—straws which showed the direction of the buying wind. Grange meetings were chronicled, and the topics discussed by the farmers. There was an item about a new school building. The annual county fair would be open in a few more weeks. A new garage and auto accessory shop was opening for business. Another article described the local interest in radio, and another referred to road building and the establishment of new gasoline stations. There was nothing in the editorial section of this paper which directly affected my friend's product, or

its sale. But a number of manufacturers in other lines would have found in these items, and others, many profitable leads for business, and suggestions for modifying or enlarging their advertising and merchandising policies as applied to particular communities.

No doubt there are many large and small users of newspaper space who make it a regular practice to study the checking copies of publications for information about local markets. From what I have been able to observe in a good many advertising departments, however, I think the number of those who appreciate the value of the information which is available through this means is very small. Many advertisers maintain checking departments in their own offices while just as many do not, but depend upon their advertising agencies to do the checking. In either case, checking can be a constructive service or a perfunctory detail—a mechanical measuring and clipping of advertisements in order to check them against the publisher's bills for space.

WHAT CHECKING DEPARTMENT MAY DO

For the benefit of advertisers who use newspapers regularly, and for those who may use them only occasionally, here is a list of the functions of an efficient checking department, made up after visiting several of the better managed departments:

1. Complete verification of insertion as to (a) date, (b) size, (c) copy, (d) position, (e) key number, if any, (f) dealer's imprint, if any, (g) general appearance, such as printing impression.
2. Replacing defective cuts or plates and securing prompt correction of typographical errors.
3. Securing reinsertions on errors.
4. Obtaining better positions.
5. Notifying publishers promptly of poor printing.
6. Following publishers for prompt mailing of copies; getting duplicates of missing copies promptly; speeding up billing and thereby enabling the advertiser to



The Youngstown Pressed Steel Company has two main divisions. One makes heavy steel stampings—the other, fireproof building materials.

"YPS" moved into a \$1,000,000 plant just in time to feel the crunching sag of business late in 1920. Many manufacturers were cutting their advertising down or out—but not this company. With the new slogan, "Press It From Steel Instead", it started an aggressive drive for new and *new kinds* of stamping business. And got it!

But that is only half the tale. For the fireproofing division, which in 1920 contributed only about a third of the total volume, began to hammer away at builders, big and little, with a metal lath campaign on fire and crack prevention.

Today, fireproofing and stamping sales are neck and neck—both considerably beyond even the boom business of 1920.

Another proof of the effectiveness of "*Truth Well Told*".



THE H.K. McCANN COMPANY *Advertising*

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

Mar. 5, 1925

pay bills more promptly in order to take advantage of cash discounts.

7. Catching over-charges and under-charges in space and rates and obtaining adjustments from publishers.

8. Clipping competitors' advertisements.

9. Clipping dealers' advertisements.

10. Furnishing sales department with advance information on new buildings and other enterprises and developments as affording new markets for product.

11. Watching editorial trends as affecting an advertiser's market.

12. In general, securing better co-operation between advertiser and publisher.

Many of the functions included in the foregoing list, like items 8, 9, 10, 11 and 12, may not be, strictly speaking, checking department functions. In the organization of an advertising agency, for example, the checking department is an adjunct of the accounting department. Where the advertising accounts of a number of clients are handled in one organization, as they are in an agency, specialization is necessary. Functions are departmentized. Related to the checking department are other departments for the buying of space, compiling of estimates, collecting knowledge of mediums and rates, the making of contracts with publishers, forwarding of insertion orders, copy, plates and mats. Still other departments study markets and mediums, analyze statistics, compile facts on buying power, territories, distribution. One agency has an "editorial department," another a "research department," and another a "history department." The functions and scope of each differ slightly from the others. In one agency the "editorial department" might handle an item like No. 11—watching editorial trends as affecting clients' markets. In another, such a service might be handled in the "research department."

In all agencies billing is a very important operation—getting bills in promptly from publishers and billing space promptly to clients.

Yet it is not usually handled as a checking department operation—except perhaps in the very smallest agencies where accounting, billing and checking might be grouped together in one department.

Where the advertising of several concerns is concentrated in one place, as it is in an agency, the volume of detail thereby resulting makes specialization unavoidable. The only danger is that departmentizing a function, like checking, may split the operations and separate them so far from one another that the relation of any one to the others cannot be readily appreciated.

Checking is one of the fundamental operations of publication advertising. It is basic. The advertiser buys something. That something is not merely white space in a publication. It is, as one advertising man put it recently, sales influence. The publication in which that sales influence is purchased makes the sales influence work at full efficiency, or less. A copy of the publication containing the advertiser's message tells the story of what the advertiser gets for his money.

The advertiser may be quite willing to "take things for granted." He may be satisfied to accept the newspaper's word for it that the advertisement appeared. A bill for the space may be all he wants, or a bill and a clipping of the advertisement, or a bill and the page on which it appeared.

A man who formerly held the position of advertising manager with a very large manufacturer of a food product said:

"Checking, in my day, was considered to be of very vital importance to the success of our advertising. Twenty-five years ago many of the larger users of newspaper space either placed their advertising direct or, if they did not, they handled their own checking.

"The company I was with advertised extensively in newspapers. Our lists often ran as high as 8,000 papers in the course of a year. We might receive as many

Announcement

We are pleased to announce
the appointment of

MR. ELIOTT D. ODELL

formerly with the Rufus French Organization and
more recently with the Brewster Publications, as

Eastern Advertising Manager

Mr. Odell's training, experience
and marked ability admirably fit
him to serve our Eastern clientele

NEEDLECRAFT MAGAZINE

Effective
March 1st, 1925



ROBERT B. JOHNSTON
Advertising Manager
NEW YORK

JAS. A. ROBERTSON
Western Manager
CHICAGO

DORR & CORBETT
New England Representatives
BOSTON

Mar. 5, 1925

as 2,000 newspapers a day. Six boys, or young men, were employed in our advertising department to unwrap and sort these newspapers. Particular attention was given to the type of employee engaged for this work. We considered it important to employ people who were above the average in knowledge and intelligence. When we wanted a young man in our checking department we didn't hire the first boy of good character and appearance who came along. I made it my business to find out whether he had any knowledge of newspapers and the location of cities and towns. I'd ask him how many towns he could name from memory in Colorado, in Maine, or Texas; or how many States had a Springfield; and similar questions.

"Such knowledge was important. Each of the six boys handled a group of States. After they became familiar with the papers of the States they handled, they gained a good deal of proficiency in sorting their papers rapidly, finding the advertisements and locating the 'readers' and 'liners,' which were always a feature of newspaper campaigns in those days. There might be five or six 'liners' scattered through a paper.

"In addition to the boys who opened and sorted our newspapers, we employed a staff of six or eight young men as checkers whose duty it was to check the advertisements for correctness of copy, size of space, position and to clip the advertisements of competitors. They scanned the papers carefully for editorial matter that might be of interest to our sales department.

"The president of our company took a very special interest in looking over our checking copies. He wanted to see what positions we were getting, the advertisements of competitors, and the amount of advertising done by each of them in various sections of the country. Our checking copies gave him a picture of competition throughout the whole country. We could see when our competitors relaxed their advertising efforts in this or that sec-

tion or when they became particularly active in some other section.

"It was a policy of our company to take dominating positions in all the newspapers we used. Whenever we noticed a competitor becoming active in a section, or using larger space or more frequent insertions, we immediately increased our own advertising in the papers involved so as to continue to dominate the other fellow's space.

"Examination of newspapers sent us for checking gave us a great deal of information of value in sizing up markets, keeping tab on dealers' advertising, securing advance information on local conditions as affording new uses or new markets for our product, and keeping us posted on the value of papers as advertising mediums."

Many newspapers throughout the country have adopted the plan of sending "tear-sheets" to advertisers and agencies instead of mailing complete copies of issues containing the advertisements. This plan often enables a newspaper to make one copy of its paper serve a number of advertisers, where before a complete copy had to be sent to each advertiser. The "tear-sheet" gives the advertiser the single page upon which his advertisement appears, and of course the other side of that page. It gives him the page, the position on the page and whatever editorial matter and other advertisements happen to be printed on the two pages. The rest of the paper, however, he does not see unless he requests a complete copy of the paper.

This method has a number of advantages and disadvantages. The advantages are more on the side of the publisher than the advertiser. The disadvantages are on the side of the advertiser.

During the war newspaper publishers, like everybody else, were asked to help the Government in its campaign to eliminate or reduce waste. Conserving the paper supply was an important part of that campaign and publishers cooperated. Sending "tear-sheets" of newspapers to advertisers

(Continued on page 168)

Brooklyn buys
more new automo-
biles every year
than Manhattan.
Only one Evening
paper in Manhat-
tan published
more automobile
advertising last
year than the
Standard Union.

A. G. R. Shumisman
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

Advertising Shoulders a New Burden

This Time It Is Called Upon to Help Establish a New Industry and Correct the Evils of an Old One

By James W. Beckman

ADVERTISING has shouldered a new burden. It has been given the difficult assignment of helping to establish a new industry and to correct the evils of an old one.

For what is probably the first time, raw pelts and finished furs are to be advertised and sold under the trade-mark of the producer. This is another example of the adaptability of advertising to any merchandising requirement. It is also an illustration of how advertising can be applied to still one more line to which it heretofore has not been considered applicable. Just as lumber, fabrics, fruits, oysters, and gasoline were "different" so were raw and finished furs looked upon as propositions which defied advertising. But, to use a mixed metaphor, the ice has been broken.

Back of the announcement of the Detroit Silver Fox Farms, otherwise known as Pontiac Strain Organization, Detroit, that it will market its pelts and finished furs under a trade-mark to be nationally advertised in full pages in women's, class and other publications, is a plan that has some far-reaching objects in mind.

One of these objects is to make it possible for the buyer of pelts or finished furs to buy with absolute confidence in the reliability of the product and the producer, just as shoes, hosiery, clothes and other commodities may be bought. The buyer of fur has not always had this assurance. He or she has been dependent not alone upon the integrity of the dealer, but upon the dealer's knowledge of fur. Buying fur has been a most uncertain affair. One could seldom be positive that everything was exactly as claimed.

Under the Pontiac Strain plan,

the guarantee of the producer is back of the guarantee of the dealer. The identity of the fur is established by utilizing the metal clasp that is a necessary part of every neckpiece. The Pontiac Strain Organization uses a clasp with a small container that is hollow and has a screw cap. On the outside of this container is embossed the Pontiac Strain trademark. Inside the container is a parchment which records the ranch where the fox was raised and a certification of its grading, according to the accepted standards of the fox industry.

CANNOT CONTROL PRODUCTION

With nature as the source of supply, it is impossible entirely to control production. Consequently, no pelt can be termed absolutely perfect. Therefore, the certificate accompanying a Pontiac Strain product specifies the defects as well as the good qualities of the pelt. This gives the purchaser the double protection that the fur will neither be misrepresented nor overpriced. The importance of this is more readily appreciated when it is known that the average fur dealer today has never seen a really fine silver-fox pelt, and for this reason many honest dealers are selling silver-fox furs that they represent to be of the finest quality which are, as a matter of fact, of a very low grade.

The Detroit Silver Fox Farms is using advertising to put into effect what the fur industry and the Governments of the United States, Canada, England and other countries, which constitute the leading fur markets of the world, are undertaking to do by legal means. In other words, the Pontiac organization is seeking to prevent the misnaming of furs and



A cannon ball to hit a sparrow!

THE name of this manufacturer's product was a household word. People knew of his goods but the sales books didn't show it. He asked our help.

Our study disclosed this fact among others about his advertising: Almost 25% of the circulation of the publications he used was in towns of less than 2,500 people, yet his sales figures showed that from these communities less than $\frac{3}{10}$ of 1% of his business came. A cannon ball to hit a sparrow!

Our research also disclosed the fact that cities of 100,000 and over were responsible for more than 75% of his total sales, yet to these cities went only 3½% of his advertising circulation.

This situation is typical of the sort of thing which our investigations for clients have disclosed. It is because of the prevalence of such conditions that we emphasize the im-

tance of getting the facts first before advertising.

When we start work for a manufacturer we reach hundreds, sometimes thousands, of jobbers, dealers and consumers. Their scattered knowledge and experience are focused in a book made to order for that manufacturer and called a Richards "Book of Facts."

With this book before him the manufacturer can build sales and advertising plans on the rock foundation of definite knowledge. *He now knows*—where his competitor must often guess.

We have published our experience with the principles of research and modern business in a new booklet: "Business Research." It indicates how business research, intelligently applied, may benefit your business.

Shall we send you a copy?

JOSEPH RICHARDS COMPANY, INC.
249 Park Ave., New York City

RICHARDS "Facts first—then Advertising"

other fraudulent practices connected with the industry.

The constantly diminishing supply of wild fur-bearing animals led to the founding of the new industry of fur-farming about thirty-eight years ago. This industry is only now on the threshold of extensive development. The Governments of both the

Loveliness—framed in Silver Fox

PONTIAC Strain FURS

THIS ADVERTISING IS SETTING NEW STANDARDS FOR AN OLD INDUSTRY

United States and Canada have shown great interest in the idea and have appropriated large sums of money for investigations and experimental purposes.

"There are two fundamental purposes behind this campaign," said Fred W. Craft, president of the Pontiac Strain Organization. "The first, and most important, is the establishing of the Pontiac Strain seal as a nationally recognized trade-mark for furs and therefore a guarantee of quality and value to both the dealer and the ultimate buyer. The second, is the cultivation in this country of a full realization and appreciation of the true beauty of silver fox which is recognized abroad to a far greater extent than it is in America."

Heads Federal Telephone & Telegraph

W. W. Miller of Wellsboro, Pa., has been elected president of the Federal Telephone & Telegraph Company and of the Federal Telephone Manufacturing Corporation, Buffalo, N. Y. He succeeds the late Burt Gage Hubbell. Mr. Miller recently was president of the Birkett Mills, Penn Yan, N. Y., and of the Larrode Buckwheat Flour Corporation Cohocton, N. Y.

Steel Tennis Racquet Account for Ayer

The advertising account of the Dayton Steel Racquet Company, Dayton, Ohio, manufacturer of all-steel tennis racquets, has been placed with N. W. Ayer & Son. Magazines and business papers will be used.

Made Advertising Manager of Gardner Motor

R. E. Lynes, for the last fourteen years with The Gardner Motor Company, Inc., St. Louis, has been appointed advertising manager of that organization. For the last year he has been assistant advertising manager.

Montgomery Ward Appoints A. S. Scott

Montgomery Ward & Company, Chicago, has appointed Albert S. Scott secretary and treasurer. He succeeds J. Charles Maddison, who, as previously reported, has resigned.

H. L. Adams, Vice-President, Prather-Allen Agency

Harry L. Adams, formerly with the Cleveland Office of The H. K. McCann Company, has joined the Prather-Allen Advertising Company, Cincinnati, as vice-president.

Mohawk Account for McJunkin Agency

The Mohawk Electric Corporation, Chicago, manufacturer of radio and electric equipment, has placed its advertising account with the McJunkin Advertising Company, Chicago.

Knickerbocker Ice Account for Frank Seaman

The Knickerbocker Ice Company, New York, has placed its advertising account with Frank Seaman, Inc., New York advertising agency.

"Farm Light & Power" Changes Name

The name of *Farm Light and Power* New York, has been changed to *The Electrical Dealer—Farm Light and Power*.

Two Lumps of Ore

The value of two lumps of ore—one larger than the other—is not determined on the basis of relative size.

The test is qualitative rather than quantitative. How much of each is precious metal, how much slag must be determined before the value can be known.

And so it is with newspaper circulation. Readers — merely as readers — mean nothing to the advertiser. It is only in their capacity as buyers that they are of interest to him.

In Boston, the paper that triumphs in the qualitative test is the Boston Evening Transcript. Its readers are the best buyers — steady, continuous buyers — the kind on which to build enduring business.

Boston Evening Transcript

Highest Ratio of BUYERS to Readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston · New York · Chicago

R. J. BIDWELL CO.
San Francisco · Los Angeles

Prudence Penny

PRUDENCE PENNY is a woman . . . understanding, versatile and essentially human; a thorough and practical housewife; a skillful homemaker.

To the women of Chicago she is "Mother," "Sister," "Friend" . . . a confidante to whom may be brought *any* perplexing question.

Every day her articles, embracing every phase of practical home management, are followed closely by the housewives of Chicago.

Chicago Herald

NEW YORK: 1819 Broadway

..... *Confidante*

PRUDENCE PENNY is the famous Home Economist of the Chicago Herald and Examiner.

In the tremendous circulation of the Chicago Herald and Examiner you will find a great audience of progressive women, ready to adopt a better way or a better product.



"More Than a Million for More
Than a Year"

and Examiner

SAN FRANCISCO: *Monadnock Bldg.*

How Responsible Radio Advertisers in Chicago Reach Solvent Radio Consumers

The Chicago Daily News Radio Pages are almost a complete directory of the legitimate sellers of radio supplies in the Chicago market.

The Daily News does not accept advertising that is not backed by commercial responsibility—and the fact that its regular advertisers have grown and prospered in their Chicago operations, is testimony alike to the merit of their merchandise and to the selling effectiveness of The Daily News among the radio "fans."

Guided by the results of experience sellers of radio products in Chicago rely more and more upon The Daily News to convey their messages to the followers of the science in Chicago.

THE
CHICAGO DAILY NEWS
First in Chicago

NOTE: In 1924 The Chicago Daily News published 167,608 agate lines of national radio advertising, 10,106 lines more than the daily paper having the next highest score in Chicago.

"I Wonder Who's Selling Him Now?"

The Thinking Salesman Can Be "Present" with His Prospects and His Customers When Competitors Call by Keeping Them Posted on Matters of Interest to Them

By Walter Lamont

IN the city where I live one newspaper has succeeded in encouraging numerous local people to submit home-made cross-word puzzles.

One night, just to see how difficult it was, I sat down and planned a puzzle. It was built round the names of eight Shakespearian characters, and with a moderate expenditure of midnight oil it finally came out. I sent it in, and to my amazement when it appeared, my name and address was flagrantly attached to it.

Two days later I found among my mail an envelope bearing the insignia of a well-known insurance company. It contained a clipping of my puzzle, neatly and correctly filled out, to which was attached a tiny square of paper bearing these words: *Et tu, Brute!* Below was the signature of an insurance salesman who "got under my skin" about a year ago through his unusual methods of attack, and has since kept me reminded of his existence, between calls, by sending me occasionally a brief note or a clipping concerning something he knows will interest me.

All along I felt that this was good salesmanship on his part, but the full force of it didn't come home to me until the day he sent back my puzzle with the remark: *Thou, too, Brutus!*

On that day I was called upon by another insurance salesman, an old friend I had known years ago in another city in another line. Our interview was lengthy and he did his best to close me for a substantial policy, but in the back of my mind, all the time, was the other fellow's note.

When the visitor had gone I sat back and looked at the puzzle

and the tiny memo, still lying at the side of my desk.

"So that's why he does it," I exclaimed, under my breath.

Subconsciously I had felt that these notes and clippings were "good business." But it had never quite occurred to me, consciously and vividly, that the sender had any other purpose in view than to improve his acquaintance with me and make it easier for him to get a hearing the next time he called.

Now, on account of his latest note coinciding with the call of a salesman for a rival company, I suddenly perceived a new angle.

"He knows," I said to myself, "that the other insurance companies aren't asleep. He knows that I'm being called on by other salesmen not less than once a week, and he wants to be there when they call. That's his game. Every now and again he thinks of me and asks himself: 'I wonder who's selling him now?'

That is his game! And a corking good stroke it is, too.

Most salesmen are too optimistic and too obsessed with the importance of their line, their house and themselves, to give much thought to their competitors.

They admit sometimes that these competitors are able to lick them, but the string of alibis they use to explain away the other fellow's successes is a yard long. They cut prices, they make concessions, they have a pull of some kind, etc., etc.

Sometimes they will go so far as to admit that the other fellow has a better product, or better terms, or better advertising.

But there is one thing that a salesman will never admit, and that is that the other fellow got the

order because he was *on the job more often than himself.*

Just as a lot of national advertisers place greater faith in brilliant copy or showy artwork than they do in continuity and persistency, so salesmen rarely learn that constant contact is the fundamental secret of permanent and repeated sales success.

Just "being on the job" is altogether too simple and obvious an expedient to be taken seriously. They like to feel that they have won a stiff sales battle by sheer brilliance and resourcefulness, and almost always their tactics are built up from the smart things they did and said on the occasions of their signal successes.

No less a person than Douglas Fairbanks has lately been reported as holding a theory exactly opposed to this system of evolving business tactics. Fairbanks claims that a man cannot learn from experience what he should do, but only what he should not do. He claims that no amount of success attending a certain line of effort provides sufficient assurance that the same effort, applied in a different place or at a different time, will duplicate the success. Failure, he asserts, is man's only infallible guide.

Like most theories, there is much to be said on both sides of this question; but in relation to our present subject it is worth noticing that salesmen have few, if any, opportunities to learn anything from their failures, for the simple reason that *when the failure occurs they are not there.*

A salesman cannot be said to have failed until somebody else sells the prospect a product similar to the one he has vainly offered. That rarely occurs in the first salesman's presence. Some time later he goes back and finds that someone else has taken the order. He realizes then that he has failed, but as a rule he cannot learn anything from his failure, because he wasn't there when it happened.

And until a salesman realizes that in many cases his failures

are due to the simple fact that he *wasn't there* at a certain day and hour, when the time and the place and the urgency of need produced an atmosphere in which sales combustion was bound to take place, he will not appreciate the tremendous value of constant contact with his prospects.

A salesman, whom I will call Valentine, who has been very successful on this continent, once told me of some of his experiences years ago in England. Although England is a small country, there were fairly long intervals between calls in the particular line in which he was engaged, and it was the practice of salesmen in that line to leave envelopes with forwarding addresses with dealers so that orders could be sent on to them between calls, on which they could draw commissions.

Valentine found that even though this precaution was taken an occasional small order dribbled into the factory from his territory, and he figured that this was due to his envelopes being mislaid on the littered counters or desks of merchants.

In short, when the time came to place a sudden order neither Valentine nor his envelope was on the job.

A SIMPLE SOLUTION

He remedied this by having some special envelopes made of a size larger than ordinary, of unusual shape, and of the most brilliant red paper stock he could find. They were hard to lose, and direct orders to the factory dwindled to almost nothing. When the moment favorable to sales combustion arrived, Valentine's big red envelope was *there!*

A salesman for a large hardware jobber has a system of keeping himself in the minds of his customers between calls which was evolved a few years ago when conditions in his territory were unusually bad. Wherever he went merchants were grumbling about collections.

He began to think about collections. Up to that time it had

not occurred to him that part of his job might be to help his customers get into a position where they could buy from him. He got a new slant. Instead of trying to avoid the subject of collections he frequently asked point blank questions that immediately started merchants talking about credits.

Before long he discovered that the trade reacted favorably to his new-found interest and sympathy in their individual problems. They took him into their confidence and discussed with him their methods of trying to collect bad debts. They showed him their letters, told him of their experiences with collection agencies, and listened eagerly to what he could tell them of the successful experience of other merchants on his route.

He realized, soon, that he was becoming a student of collection methods and was beginning to be regarded among his customers as something of an expert on the subject. This stimulated his interest still further and on his next trip in to the home office he importuned his sales manager to supply him with everything he could lay his hands on, from books and business papers, concerning the matter of collections.

HE BECAME A COLLECTION EXPERT

Slowly he accumulated a lot of material—stories of successful procedure, examples of good collection letters, and so on. He was in a better position than ever to counsel his customers.

But about this time he discovered the "I wonder who's selling him how?" angle, and instead of "spilling all his stuff," as they say, during his actual visits, he began to reserve some of his information in order to disperse it by mail between calls.

When he was finished for the day in each town he would find a public stenographer and dictate helpful letters to customers who were about two weeks away on his schedule. These letters were chatty and confidential in tone.

They would begin: "Today I was talking to Mr. Carsley, who runs the biggest hardware store in this town, and he was telling me, etc." —or—"I thought you would be interested in the enclosed letter. Mr. Dickson of the firm of Holmes and Dickson here gave me a copy of it today, and said that it, etc." —or—"I ran across a darned good article on collection letters in this week's PRINTERS' INK which I feel sure will interest you. I have had copies made of two of the letters that were quoted, and they are attached. The meat of the article was contained in the following paragraphs, etc."

It is scarcely necessary to record that this man, in spite of the bad conditions in his territory, earned the largest bonus awarded by his firm that year. He never allowed his customers to forget him. He was on the job in *their minds* when rival salesmen called, and he rarely slipped up on an order.

Salesmen for competitive houses in that territory were at a loss to explain away his success. "He isn't what you'd call a 'good fellow,'" they would grumble among themselves, "he hasn't got much of a 'way' with him. His lines aren't better than ours. His terms are about the same. How in blazes does he hypnotize these fellows?"

The only answer was the one answer that rival salesmen are the last to recognize. He was always on the job! He was always figuring out something to mail his customers between calls, that he knew would interest them.

Once a salesman gets the "I wonder who's selling him now?" angle, there are a hundred different kinds of contact that can be kept up with his trade.

A salesman can carry a good-size camera and take photographs of good window displays that he runs across on his territory. He can mail prints of these to merchants who take particular care with their windows.

Or he can clip retail advertise-

ments from the newspapers in the towns he visits, mailing them back to merchants who give considerable thought to their advertising.

Or he can disseminate information about the methods used by his customers to get orders over the telephone.

He can fill himself with facts and figures, gleaned from his frequent calls, about delivering systems, stock records, bookkeeping methods, departmental arrangement, handling of clerks—in fact, any one or more of the score of major problems which the retail trade is continually facing.

The facts and figures he gathers will enable him to drop occasional notes of the most helpful character to his clients, protecting him, in his absence, against all the rival salesmen who are constantly trying to *unsell* his prospects.

Salesmen of bonds, insurance, office equipment, etc., who call on heads of businesses in many different lines, must be more versatile.

Here they may have a man who will be interested in a fine piece of printing. Here may be one who will welcome a clipping about Conrad. Another may appreciate a newspaper item about some scientific discovery. Still another may like to have his attention drawn to a good article on salesmanship. Others are addicted to golf, to gardening, to the radio, to grand opera. A news item, a picture or a joke about any of these things will strike a responsive chord in such a prospect's mind.

The way to maintain contact between calls is not difficult to determine, once the *will* to do it is developed.

And there is perhaps no easier way to get the habit than by repeating over and over again, like a Coué exercise, the rhythmical phrase: "*I wonder who's selling him now?*"

The Moore Drop Forging Company, Springfield, Mass., has placed its advertising account with the F. M. Waters Advertising Agency, also of that city.

G. T. Cameron Succeeds

M. H. De Young

George T. Cameron, who has been closely associated with his father-in-law, M. H. De Young, in the management of the San Francisco *Chronicle*, becomes president of the Chronicle Publishing Company and publisher of the *Chronicle* in accord with the wishes of Mr. De Young as given in his will. The death of Mr. De Young was reported in *PRINTERS' INK* of February 19.

Mr. De Young's will directs that the *Chronicle* be continued as a trust in which his four daughters are equal beneficiaries. The trustees are Mr. Cameron, Percy E. Towne and Nion R. Tucker. In his will Mr. De Young said:

"I believe that my son-in-law, George T. Cameron, by reason of his business training and his years of association with me is better advised than any other member of my family as to my plans and policies concerning the conduct of said Chronicle Publishing Company, and is most capable of satisfactorily carrying on and conducting the affairs of said company."

The will, of which Mr. Cameron is executor, also directs that the trustees shall continue to manage the *Chronicle* without being hampered or controlled by any interest in carrying on its work for the benefit of San Francisco and California.

Mr. De Young's will also created a trust fund of \$150,000, the income of which is to be devoted to purchasing exhibits for the M. H. De Young Memorial Museum. A number of employees are beneficiaries under the will. Among these are W. H. B. Fowler, general manager of the *Chronicle*, Arthur L. Clarke, editor-in-chief, Karl M. Anderson, W. B. Burlingame, Russ B. Leech, Henry Blote, W. H. Cameron, George A. Fisher and E. L. Labadie.

Funds Voted to Advertise

Maine

A resolution to appropriate \$25,000 for advertising the resources of the State of Maine has been passed by the Legislature of that State and has been signed by Governor Ralph O. Brewster. Governor Brewster advocated the campaign in speaking before several organizations recently.

H. G. Jackson Heads Wire Wheel Corporation

H. G. Jackson has been elected president and general manager of the Wire Wheel Corporation of America, Buffalo. He succeeds G. M. Williams, who, as previously reported, has become president of the Nordyke & Marmon Company.

G. C. Smith with Frank Seaman

Gerald C. Smith, for the last five years with The Dorland Agency, has joined the copy department of Frank Seaman, Inc., New York.

A first lesson in Space Buying

QUESTION

- What is the third largest market in the United States? } —Philadelphia
 What is the city population? } —1,879,000
 What's the population of the Philadelphia trading zone? } —3,300,000
 How many separate dwellings in the city of Philadelphia? } —412,000
 What Philadelphia newspaper goes daily into nearly every home in Philadelphia? } —The Evening Bulletin
 What Philadelphia newspaper goes into most homes in the Philadelphia trading zone? } —The Evening Bulletin
 What was the net paid daily average circulation of The Evening Bulletin for 1924? } —518,357 copies
 In what Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand copies? } —The Evening Bulletin
 What is the agate line rate of The Evening Bulletin? } —60 cents
 What Philadelphia newspaper carries most local retail and national display advertisements? } —The Evening Bulletin
 What kind of a newspaper is The Evening Bulletin? } —High class and conservative
 Which Philadelphia newspaper has the largest circulation? } —The Evening Bulletin
 What is the annual business done in Philadelphia, as indicated by the 1924 figures of the Philadelphia Clearing House? } —\$25,645,000,000.00
 What city and newspaper should be on the schedule of every national advertiser? } —Philadelphia and The Evening Bulletin

ANSWER

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357 copies
a day

Average Daily Net Circulation for the Year Ending December 31, 1924.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)
 Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
 Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
 San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street
 Kansas City, Mo.—C. J. Edelman, Verree & Conklin, Inc., 1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)



Mar. 5, 1925

The RED



"Good business is never done except in a happy frame of mind."

From "Too Seriously"
Bruce Barton's Common-sense
Editorial in the
March RED BOOK MAGAZINE

THE RED BOOK MAGAZINE'S fiction induces a happy frame of mind.

The happy mind is most receptive to advertising suggestion.

THE RED BOOK MAGAZINE'S value as an advertising medium is therefore readily apparent.

Distribution of March issue nearly One Million

Red Book Magazine is Read

Progressive business flourishes
in an environment which fosters
desire to acquire.

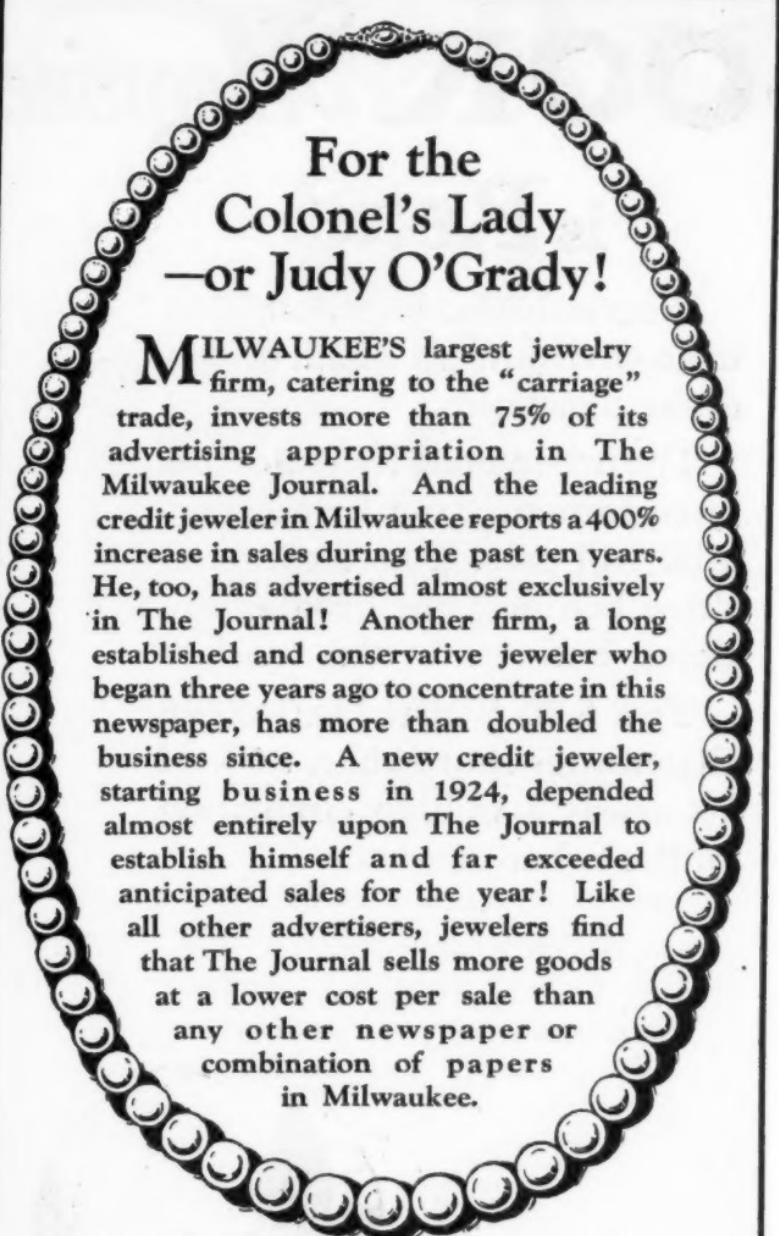
The urban market creates this
environment. Your best dealers
who will put the greatest retail
drive behind your product are
doing business in this market.

THE RED BOOK MAGAZINE
distributes more than 86% of
its nearly a million circulation
in the urban market.

*The RED BOOK
Magazine
reaches
the urban market*



Mar. 5, 1925



For the Colonel's Lady —or Judy O'Grady!

MILWAUKEE'S largest jewelry firm, catering to the "carriage" trade, invests more than 75% of its advertising appropriation in The Milwaukee Journal. And the leading credit jeweler in Milwaukee reports a 400% increase in sales during the past ten years. He, too, has advertised almost exclusively in The Journal! Another firm, a long established and conservative jeweler who began three years ago to concentrate in this newspaper, has more than doubled the business since. A new credit jeweler, starting business in 1924, depended almost entirely upon The Journal to establish himself and far exceeded anticipated sales for the year! Like all other advertisers, jewelers find that The Journal sells more goods at a lower cost per sale than any other newspaper or combination of papers in Milwaukee.

Read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee
JOURNAL
FIRST - by Merit

Examinations and Diplomas for the English Ad Man

The Incorporated Society of Advertisement Consultants Develops an Interesting Idea

By Thomas Russell

London (England) Correspondent of *PRINTERS' INK*

IN the old country, and I presume in other places, too, folks are always complaining that there is no way of telling whether an advertising man is any good. Probably no test, short of actual trial, could reveal creative imagination, or the lack of it, in a man with no previous record to show: and copy, which is the easiest thing to test, is a long way from being the whole works.

However, there are plenty of things that a prospective employer would like to be assured of when recruiting his staff, especially in the middle and lower ranks. Conversely, the man with advertising experience in search of a job would have reason to bless any innovation which enabled him to produce evidence of technical competence distinguishing him, perhaps, from the showy amateur who does not know enough to sell anything but his own services. There is no business in the world so infested with the idea that a brilliant outsider can walk into it and make good without vocational training, and a lot of waste motion would be saved on both sides if some recognized institution could be found to pass upon a man's knowledge of details, after putting him through a searching and painstaking examination.

Besides all this, the business of advertising would gain in dignity and be better appreciated if some kind of qualifying certificate or diploma were obtainable. Advertising is not exactly a trade, like selling groceries or engines. It has a professional and fiduciary tinge to it. Nobody expects a tradesman to look after anyone's interest and profit but his own. If he is silly enough to sell inferior stuff he will be punished by loss of custom: but no great moral obloquy will be attributed to him.

An advertising agent, on the contrary, is very much expected to take care of his clients' interests even though these conflict with his own.

A few weeks ago, the representative of an advertising agent consulted me (I am what you call in America an advertising counsel—advertisement consultant is the English expression) about an account which he thought he could get. I convinced him that the product involved and the conditions attached to it were such that the manufacturer would be far more likely to make money by carrying on in the way that he had always done his selling, than by any conceivable scheme of advertising.

As soon as the advertising agent's representative saw the point, he went right back to his prospect and pointed out the shortcomings of the scheme. He could have had the account and a nice turn of commission for handling it: but this did not cut any ice with him, and the agent cheerfully paid me for killing the prospect.

A business conducted with these ethical standards ought to have its institute like the medical colleges and the engineering and architects' societies, issuing licenses and exercising disciplinary power. A qualifying certificate for advertising men is the first step in this direction.

Anyway, this is the view taken by a London association of advertising men—the Incorporated Society of Advertisement Consultants. This is not a very large body, but it is active in some ways, one of which is to be uncommonly strict about admitting people to membership. An incorporated consultant cannot be an advertising agent, nor a member

of an advertising agent's staff. He must get his pay by straight fees, not commissions. The Incorporated Society has advertised in the London technical periodicals that hereafter it will hold an examination for advertising men every year in March, and has issued a syllabus.

The examination is to be in three stages. The first will consist of a general-knowledge paper, and will not be insisted upon where the candidate has matriculated at a university or passed any equivalent public examination. The character of the examination papers may be gleaned from the following syllabus:

INTERMEDIATE EXAMINATION

General principles of copy writing—means of arresting the eye, holding attention, convincing the understanding, and securing action. Headlines, slogans, coupons, keying-systems.

ILLUSTRATION. General principles. Selling-value of illustration; proper use of illustration; principles of balance; use of name-plate; mascots.

LAYOUT. Preparation of layouts, principles of display; use of white space; margins; borders; balance.

PRINTING. Varieties of print—letterpress, lithography, offset, photogravure, etc. Type and type measurements. Composition (a) by hand; (b) Linotype, Monotype, etc. How to obtain an estimate. Proof reading.

ENGRAVING AND BLOCKS. Line Engravings or Zinc Etchings. Mechanical Tints. Halftones. Deep-etched Halftones. Electrotyping. Stereo Work. Matrices. Screens. Crayon and Spatter Work, Color Blocks, Wood-cuts, Steel and Copper-plate Engravings. Die-sinking. Care of Originals and Electros. How to order blocks.

PAPER. Elementary facts of manufacture and quality. Sizes and weights. Various finishes.

MEDIUMS. Classification. Respective advantages and disadvantages of Morning and Evening papers, Dailies, Weeklies, Magazines, etc. Critical elements of media: how to know a good medium. Rates. Terms. Circulation.

POSTAL ADVERTISING. Form-letters and follow-up systems. Preparation of Folders and Booklets. Compilation of Addresses of Prospects. Postage and Posting. Multigraphing, etc.

ADMINISTRATION. Classification of Records; Card Indexes. Percentages. Space Buying. Vouchers. Checking and Charging.

FINAL EXAMINATION

Factory Research.
Market Research.
Use of Charts and Graphs.
Modern Distribution and Trade Channels.

Policy and the Campaign.
IMPLEMENTES OF ADVERTISING: Press; Poster; Printed Matter; Electric Signs; Cinema, etc.

National Advertising.

Retail Advertising.

Department Store Advertising.

Technical and Trade Advertising.

Mail-order Advertising.

House-organs.

Finance and Credits.

Elements of Salesmanship.

Elementary Legal Aspects of Advertising: Contracts; Guarantees; Trade-Marks; Patents; Copyright; Libel.

All the examinations can be taken in the same year, if the candidate so desires, and the certificate at the final stage may be of "Pass" or "Honors" rank.

This is an ambitious attempt to supply a real want. It may not prove successful. But the Incorporated Society of Advertisement Consultants appears to be the right body to conduct an examination, as the position of its members is independent, and its council has some experience, candidates for membership of the Society being examined before election.

E. R. Singer with The Mani-Fold Company

E. R. Singer has been appointed Eastern sales manager at New York of The Mani-Fold Company, Cleveland, manufacturer of continuous forms. He was formerly with the Office Equipment Catalogue, Inc., Chicago, and has disposed of his interests in that organization to the A. W. Shaw Company.

David C. Thomas Agency Adds to Staff

A. M. Cooper and John H. Morse have joined the staff of the David C. Thomas Company, Chicago advertising agency. Mr. Cooper will act as chief of the accounting department and Mr. Morse as director of research. Mr. Morse was formerly with the Reno, Nev., Chamber of Commerce.

New Accounts for Brennan-Eley

The Lomax Company, maker of Indian Hill ginger ale, and I. W. Parsons & Company, maker of "Bab," a nail polish, both of Chicago, have placed their advertising accounts with The Brennan-Eley Company, Chicago advertising agency.

Robert Reis Sales

Gross sales of Robert Reis & Company, New York, and subsidiaries, knitted wear, for the quarter ended December 31, 1924, were reported as \$1,847,081, as against \$1,771,162 in the last quarter of 1923. Total sales for the year are reported at \$7,129,415, against \$7,514,020 for 1923.



Again!

In 1924, The Indianapolis News carried 17,358,657 lines of paid advertising (six issues a week).

This exceeded by 705,099 lines the combined total lineage of all other Indianapolis newspapers (thirteen issues a week). Were it not for the rigid censorship of the advertising columns of The News—a censorship so strict that it has ruled out or rejected more than \$1,000,000 in potential lineage in the past ten years—The News' lead over the combined field would have

been increased to 1,293,291 lines.

The advertisers who bought more advertising in the 314 issues of The Indianapolis News last year than in the 680 issues of all other Indianapolis newspapers combined have proved for you the superior value of News space beyond all doubt or cavil. In the last analysis what evidence of a newspaper's advertising value could possibly be better than the overwhelming endorsement and preference of other advertisers?

The Indianapolis **NEWS**

FRANK T. CARROLL, *Advertising Manager*

New York Office
Dan A. Carroll
110 East 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

Shredded Wheat Advertising Cost Re- duced 80 Per Cent

A NOTHER large advertiser has come forward with testimony which shows that the cost of advertising is not saddled on to consumers. Its experience over a period of twenty years is conclusive proof that advertising expense is a legitimate part of the cost of distribution. Instead of adding to this advertiser's cost of doing business, the advertising expense per unit of sale has been lowered 80 per cent while its volume of business has been increased to more than twelve times what it was twenty years ago.

This summarizes briefly the advertising history of the Shredded Wheat Company, Niagara Falls, N. Y., as related in an address by Truman A. DeWeese, vice-president in charge of publicity, before a meeting of the newspaper group of the Advertising Club of New York last week. Edwin S. Friendly, business manager of the New York *Sun*, introduced Mr. DeWeese, whose subject was "The Royal Road to the Consumer."

Twenty years ago, Mr. DeWeese said, Shredded Wheat had a distribution of 300,000 cases. At that time its cost of advertising amounted to \$1 per case. Since then advertising has developed a sales volume which now amounts to more than 4,000,000 cases. In the meantime this increased distribution has reduced its cost of advertising until now its advertising appropriation averages twenty cents per case.

Over a period of twenty years, Mr. DeWeese said, more than \$10,000,000 has been spent in advertising Shredded Wheat. The 4,000,000 cases are distributed through 500,000 retail stores in the United States. This has all been the result of advertising, he said, because there was no other way to build up the business. "Shredded Wheat," Mr. DeWeese said, "is an advertising proposition. It could not be sold in any other way. It is not a staple necessity. We try

to make people believe that they cannot live without it. That is our job.

"Shredded Wheat is something we must create a demand for. You cannot imagine a woman going into a store and asking for Shredded Wheat if she never heard of it before. It must be sold before the consumer can be persuaded to go into a store and ask for it.

"Advertising is no longer considered an expense. It is an investment. When our company makes up its annual budget, a definite percentage is allowed for advertising, along with appropriations for the purchase of wheat and the cost of manufacturing operations."

According to Mr. DeWeese, the advertising budget for 1925 calls for an appropriation of \$500,000 which will be spent in advertising Shredded Wheat in a list of more than 350 newspapers located throughout the United States. In addition, the company will use color pages in several periodicals.

The Harvard advertising awards were criticized by Mr. DeWeese in his address. These awards, he said, were made on the application of a literary test to the advertisements entered. On such a basis it is impossible for a committee of judges to award a prize to an advertisement as being the "best." An advertisement, he said, is a good advertisement only when it accomplishes the purpose for which it has been prepared. In selecting a good advertisement the judges must go further than they did in the Harvard awards, he claimed. "The only way you can tell if an advertisement is good is to test it out six or eight months." Mr. DeWeese said. "If it gets results, that is the advertisement which should get the prize."

Ray Smythe, Reynolds Company, New Advertising Business

The Ray Smythe, Reynolds Company is the name of a new advertising business which has been formed at Chicago by Ray Smythe and R. J. Reynolds. Mr. Smythe at one time had his own agency at Chicago. Both he and Mr. Reynolds have been with the Chicago *Herald and Examiner*.

WHERE do you find the readers of the Condé Nast Group of magazines?

Wherever there is a well-to-do community with a social life, a prosperous business district, and handsome stores selling fine merchandise over their counters, there live the readers of *Vogue*, *Vanity Fair*, and *House & Garden*.

Key cities, key stores, key people.

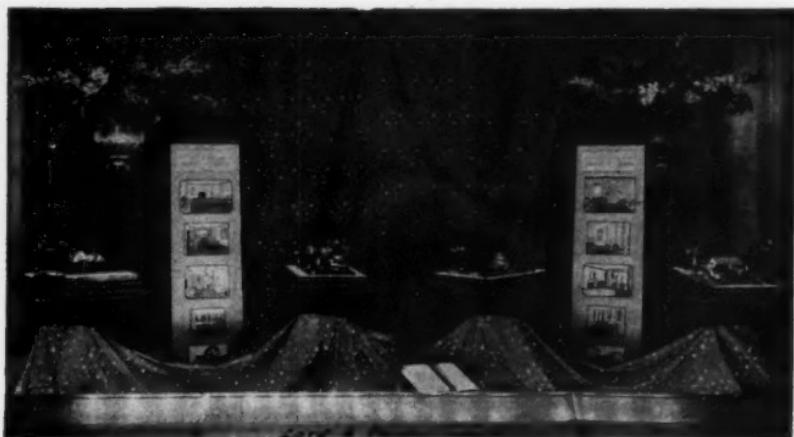
Let J. L. Hudson buy \$100,000 worth of a line of merchandise today, and the humble drummer covering Michigan in a Ford asks no better argument to sell the leading store in Escanaba tomorrow.

Get your goods in our key cities, and you get the rest of the territory.

We can carry the load.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP



Part of Lord & Taylor's window, showing House & Garden models

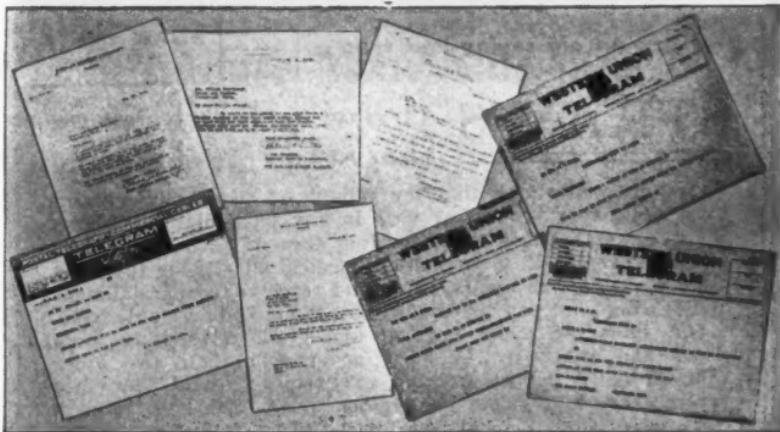
FOR INSTANCE:

RECENTLY, House & Garden ran a series of Four Ideal Smaller Homes.

Lord & Taylor arranged with us to use the four models and interior sketches for a window display.

People lined up five deep around Lord & Taylor's window; visited their furniture department in shoals.

Representatives of 37 other stores, seeing Lord & Taylor's window that week, asked House & Garden to let them show the Four Ideal Smaller Homes models in their cities.



More telegrams and letters are coming every day, asking for exclusive rights.

All this year, these models will tour the best stores of the country, making sales to local House & Garden readers and those who copy their taste.

A tremendous sales force.

House & Garden influences more than 130,000 well-to-do home owners. And the leading stores that serve them. And the stores that observe and copy those leading stores.

HOUSE & GARDEN
One of the Condé Nast Group

*An old saying and true***Straw No. 2**
1925 Series

STRAWS show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising. The Chicago Evening Post carried less medical advertising than any other paper in Chicago, and the total receipts from installment houses would not pay for the ink to dot the i's in a single issue.

But there are many lines of high-grade advertising from which the Post receives more advertising than any other Chicago daily paper—morning or evening. And there are several very high-grade lines from which The Post receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

For Straw No. 2 we will take insurance advertising. The Chicago Evening Post for the past five years has led all Chicago newspapers in insurance advertising, and in 1924 it carried more than ten times as much as its nearest competitor.

The Chicago Evening Post carried 166,716 lines more than all the other Chicago papers shown on the following list combined, both morning and evening.

The Chicago Evening Post carried 193,199 lines more than all the other Chicago evening papers combined. Here are the figures:

POST	217,069 lines
Tribune	20,188 "
Herald-Examiner	6,295 "
Journal	13,371 "
News	5,869 "
American	4,630 "

These figures are furnished by the Advertising Record Company, an independent audit company.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*It Pays to Advertise in a
Newspaper Read by the
Class of People Financially
Able to Become Good
Customers*

The Chicago Evening Post

"Chicago's Best and
Cleanest Paper"

These Sales Records Ought to Stimulate Your Salesmen

Astounding Accomplishments in Selling Life Insurance and Their Significance to All Industries

By Warner Bates

THE question of how much actual business a salesman should be expected to produce day in and day out is always a debatable one. It is doubtful if standards will ever be discovered that may be relied upon to measure accurately selling expectancy for a given line or in a specified industry.

Averages may be determined for the individual sales force, but what do such averages show after they have been found? The only thing they prove is that the members of a certain sales organization have averaged a certain production over a given period of time—not that such an average is the *ultimate* result that can or should be expected.

Most sales managers realize that after they have discovered the average for their organization, and the maximum average day's work for any man on that force, some young chap with little or no experience in selling the line is likely to knock all existing records into a cocked hat. On the other hand, sales executives who see beyond the cold-storage facts of the daily report sheet, realize there are men whose daily production is below the average but whose constant missionary work and loyalty make them worthy of their hire.

Sales managers, everywhere, who are complacently confident that their men are doing as well as may be expected in the light of yesterday's averages, will do well to study what has been happening in the life insurance business since the late Harry B. Rosen, of New York, established a world's record by selling 157 life insurance policies in a single month.

Here's the story:

In many ways, Harry Rosen was the greatest salesman the life insurance business ever developed. He came to America as an immigrant. Even at the height of his successful career as an annual producer of millions of dollars' worth of life insurance he spoke broken English. But he had the divine spark that marks the difference between the "average" and the super-salesman.

When Rosen forgot all about one-policy-a-week being an exceptional year's record in his line and wrote 157 different cases in thirty days' time, everyone said: "Wonderful! But who else save Harry Rosen could have done it?"

So it was that Rosen's record stood unchallenged for more than two years. Yet all this time there were plenty of life insurance men in the United States with ability enough to beat it.

Early last year, H. Eldon Scott, thirty years old, New York Life salesman at Demopolis, Ala., a town of 2,717 population of whom less than 2,000 are white, thought he might do a little record breaking himself. Scott had been idling about the office two or three days busying himself with bookkeeping, letter writing, detail work—anything, in fact, but selling insurance. He was going through one of those lapses that even the best of life insurance salesmen fall into at times. Into his office came an old policy holder who rudely compelled Scott to interrupt his profitless occupation by voluntarily signing up for an additional \$1,000 of life insurance. On the spur of the moment, Scott made a resolution that during the following thirty days he would write more applications than any other man in the business.

Starting out with a liberal sup-

ply of application blanks in his pocket, Scott wrote five more cases that day and night before he quit. That was sufficient to indicate to him that the will to do was of fundamental importance in selling. "I became convinced," he says, "that the biggest obstacle in the way of a big insurance business is the salesman's mental and physical apathy."

The following day, Scott signed up his sixth case at 6:30 in the morning and his last one at eleven that night, with a record of thirteen policies for the two days. The magic was working strong and by the end of the fourth day he had amassed a total of twenty-three. Scott then made a list of these names with blank spaces for more numbered up to 100 and began using it to visualize to his prospects that he was trying to establish a record.

Then a prospect gave Scott a new idea. "Put my name down opposite Number 100," he said, "and if you fill in all the other spaces in the specified time I'll take the policy." Another man in the same office agreed to be the ninety-ninth case. From then on Scott worked from the bottom of the list up whenever he encountered difficulty in making an outright sale, thereby securing promises from a number of prospects who doubted his ability to complete 100 applications in the thirty days' period.

People in Demopolis began talking about the chances of Scott's making a new world's record. He passed the 100 mark on the sixteenth day and then came the resolution to break Harry Rosen's standing record.

The campaign became exciting when Demopolis folks began talking about the possibility of taking the insurance record away from New York. Enthusiasm was running so high in the last few days that prospects actually telephoned their applications to Scott. His record for the month, when finished, stood at 176, of which 145 were written in Demopolis and the balance in the farming district.

That started something. A. H. Hammond of Nashville, Tenn., declared that no Alabaman could outdo him. He went out for a record month's production, beating Scott by piling up 180 applications for the period.

R. M. Candiver, Montgomery, Ala., brought honors back to Scott's State by writing 182 and then Dan V. Edmundson, Birmingham, Ala., boosted the record past the 200 mark with a net score of 209. He wrote 221, in all, but only 209 of the cases were complete as to medical examination within the month's period. Edmundson found it difficult to get going. He started the first of August last year and by August fourth had secured but two applications. He kept running his daily record up until on the eleventh day of his drive he established a new record for a single day's business by writing eighteen cases.

By this time there was a great stir in insurance circles over the matter. Existing averages had been all shot to pieces. Company officials and agency managers were asking themselves: "What is an average day's or an average month's work, anyway?" They began urging certain of their men to make a try for this transitory world's record. R. Keith Charles, Timmonsville, S. C., completed 235 cases in a month's time. Jack Wilson and Tom F. Hetherington of Houston, Tex., working jointly, wrote 247 applications for \$1,291,000 worth of insurance in a single month.

In September, Earl M. La Plant of Sturgeon Bay, Wis., a town of 4,500 population, raised the ante to 251 complete cases. There were many remarkable things about La Plant's record. For one thing, he talked to between fifty and sixty people every day of the month. (Some sales managers reading this please ponder.)

It is interesting to note that La Plant used newspaper advertising. In the two papers of his home town, he told the public what he

"A Class Magazine in a Class by Itself"

TODAY fashions spread as fast as mercury runs. The hat worn on Park Avenue one week appears on Broadway the next and in remote towns a month or so later... an advertisement addressed to smart women is, in effect, an advertisement with an audience limited only by the number of women in America.



Harper's Bazar

2/- IN LONDON

50c

10fr. IN PARIS

was doing and stressed the value of the policies he had for sale.

La Plant rose daily at 4 a. m., did some office work and was on the road by 5 a. m., or a little after. He made a rule to get one application before 6 a. m. and only slipped up on this one day during the month's marathon. Occasionally, this before-6-a. m. case was written from twenty to thirty miles from his home town. He retired regularly at midnight. All social activities were taboo for the month—La Plant talked, thought and lived life insurance.

In making a new month's record, La Plant broke the world's twenty-four-hour record by writing thirty-four policies between 6 p. m. Saturday and early Sunday afternoon. This feat was performed in a neighboring town where handbills and newspaper advertising had told in advance of his object and aspirations.

September 15th last, Clarence H. Smith, representative of the National Life of Vermont in Cataraugus, a little New York State town of 1,582 population, started a campaign to bring the world's life insurance record to the East for the second time. Smith went out against the Timmonsburg record of 235 and right in the middle of his drive came the information that La Plant had run the goal up to 251, a discouraging bit of news for any world's record aspirant. It looked for a time as though Smith was licked. Added to his troubles was the fact that his medical examiners were way behind in completing examinations on the cases he had signed up.

Smith proved his calibre by coming through with a brand new world's record of 288 cases, all examined and completed and each prepaid on the spot. The latter was a factor that had not been taken into consideration during previous campaigns of this sort.

The volume of Smith's business for the month was more than \$450,000. Fully 90 per cent of this business was secured in the village of Cataraugus and the balance was written outside. He

worked twenty-seven days, had 12.51 interviews each day, wrote 10.666 cases, worked 13.63 hours and traveled 45.37 miles daily.

By this time, insurance salesmen in all parts of the country were striving for records and new scores have been marked up ever since. The highest of them was made recently by Joe Tom Eubanks, of Searcy, Ark., representative of the Aetna. Eubanks used considerable newspaper advertising, starting with half pages and increasing to full pages before his campaign finished. He advertised daily and kept his public constantly advised of his progress. He reproduced in his advertising letters and telegrams from prominent insurance and business men who had heard of what he was trying to do and wrote to spur him on. Eubanks also used considerable direct mail, telling his prospects of his object and driving home the sales points of specific policies.

THE LINE FORMED ON THE RIGHT OF THIS SALESMAN

At the start of his campaign, Eubanks worked the country districts near Searcy and up to November 15, when he began working his home town, he had piled up 200 applications. Interest was running high. Eubanks says: "I wrote fifty-nine applications on Saturday, November 29, and any insurance man knows that would have been physically impossible had I not had the public thoroughly aroused and in a very receptive mood. I sat on the running board of my Ford and wrote nine applications without moving, the whole nine applicants taking their blanks and going to the medical examiner unattended."

It should be said that Eubanks kept three medical examiners busy most of the month. He wrote 80 per cent of all prospects interviewed. During November, he established a new world's record of 381 completed cases, but had twenty-five additional that could not be examined in time.

(Continued on page 41)

All typewriters are made in plants where equipment and operations are kept in order by the kind of men who read *Industrial Engineer*.



Corona is no different

C. D. CORWIN is the Works Engineer of the Corona Typewriter Co., Inc. He subscribes for *Industrial Engineer*. He also writes articles for *Industrial Engineer*.

In his February article, entitled *What Maintenance Includes and How It is Handled*, he shows the potential buying power of the Corona maintenance organization. This organization is responsible for:

- (1) All repairs to buildings and building equipment, including floors, roofs, heating and ventilating systems, plumbing systems, water system, gas system, compressed air system, sprinkler system.
- (2) All transmission equipment, such as shafting, counter-shafts, belting, bearings, etc.
- (3) All water systems, gas, steam and compressed air

systems, with the various equipment operated in connection with these systems.

- (4) All electrical equipment, including motors, switches, electric ovens, electric heat-treating ovens, etc.
- (5) All sheet-metal work, carpenter work and painting work.

Quite an imposing list of responsibilities? Yet the Works Manager in the Corona plant is no different than works managers in hundreds of other plants that turn out typewriters, textiles, steel, guns, electrical appliances, tools, sewing-machines, motor cars and what not.

The Works Manager is a buyer—your buyer if you sell industrial equipment or materials.

13,500 of these buyers subscribe to *Industrial Engineer*. Establish contact with them!

INDUSTRIAL ENGINEER

A McGraw-Hill Publication A.B.C.—A.B.P. Old Colony Bldg., Chicago, Ill.

Follow

¶ Mounting lineage means mounting RESULTS.

¶ Not only is SUN lineage going up and up—but the lineage of individual advertisers has increased in a remarkable number of cases.

¶ Which seems to indicate that it pays the advertiser and that he soon discovers it *after* he's in. That's the significant thing.

¶ The Sunpapers do their own talking after the advertising starts.

¶ Follow the lineage and you'll follow the course of wise advertisers—local and national. They know that the way to reach and to hold Balti-

the lineage

more is through the Sunpapers—
Morning, Evening and Sunday.

C The figures—both of lineage and
of circulation—tell their own story.

Total Advertising Lineage of
THE SUN (Morning, Evening, Sunday)
in the 12 Months of 1924
32,786,478 Lines
A Gain of 694,180 lines over 1923

Average Net Paid Circulation For 6 Months
Ending Sept. 30, 1924

Daily (M & E) 246,152
Sunday - - - 177,647

Everything in Baltimore Revolves Around

THE
MORNING



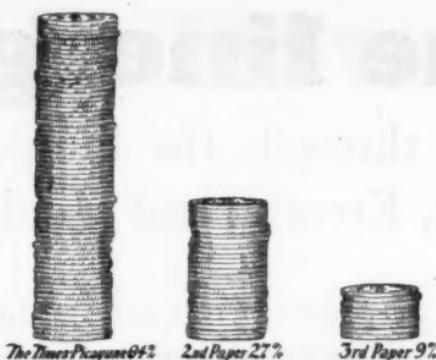
EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"



How National Advertisers Invest Their Money

National advertisers expended more than \$630,000 in 1924 for advertising space in the New Orleans newspapers, not including proprietary medicine advertising. Advertisers generally will see deep significance in the fact that, out of every \$100 thus expended, \$64 was invested in advertising space in The Times-Picayune; \$27 was spent with the second paper and \$9 was spent with the third paper.

The overwhelming preference for The Times-Picayune reflected by these figures is evidence of outstanding service and results to advertisers day after day, year after year.

The Times-Picayune commands the highest advertising rate of any paper or combination of papers in New Orleans, and is worth it—by every standard. Advertisers in The Times-Picayune get the benefit of dominant circulation, adequate coverage, dealer co-operation, reader interest, reader confidence and the highest average of reader buying power in the New Orleans field.

The Times-Picayune

FIRST FOR THE SOUTH

Representatives: CONE, HUNTON & WOODMAN, INC., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. BIDWELL CO., San Francisco and Los Angeles

His volume of business was \$420,000. During working time he wrote one application every thirty-two minutes. Of the 381 cases completed, fifty-seven were former policy holders.

In addition to those insurance salesmen who, since last April, have managed to capture the world's record for the greatest number of policies in a single month, scores, and perhaps hundreds of insurance men, in all parts of the country, have tried to turn the trick. They compiled records which they never would have dreamed of before.

On February 4 Harry E. Glatz, representing the Mutual Benefit Life Insurance Company, Jamestown, N. Y., completed a month's campaign in which he not only broke all previous records but established a grand total of 515 completed cases for future aspirants to shoot at.

Glatz wrote eighty applications the first day, thus setting a new high for a single day's work. His average for the first week exceeded thirty-three applications a day. During the first eleven working days he maintained an average of twenty-five sales daily. Up to the final day of his drive, Glatz had completed exactly 469 cases. He sold forty-six more that day, a remarkable last day's work considering the fact that he had so thoroughly combed his territory before. He worked twenty-seven days in all, making his daily average for the period nineteen.

His campaign was notable for the quality of the business written, from an insurance standpoint. He insisted on every case being pre-paid at the time of taking the applicant's signature; he did not bother with any prospects whom he felt might have difficulty in passing the examinations.

Glatz used newspaper advertising to tell the people of Jamestown what he was trying to do. He held a dinner for fifty-three business men of the city two nights prior to the beginning of the drive, pledging them to his support. He announced that his

purpose in putting on the drive was not to boost himself or his company, but to get everyone in the city thinking and talking about life insurance. As a result, he had the wholehearted support of other insurance men of the city and he printed letters from several competitors endorsing his campaign to prove this point. A remarkable fact is that during the month of Glatz's drive all the other insurance men of the city prospered greatly. It is estimated that outside the half-million dollars and more of business that he wrote, close to two millions was written by his competitors, which is said to be a record for the city.

Now what is the significance of all this? No one claims that these life insurance selling marathons represent good salesmanship. They are at least questionable on that score. In every case, the agent has to go back over his ground to give the client a proper idea of the value of the protection he has bought and to help him arrange a satisfactory insurance program. There are numbers of other objections to the plan.

But one thing has been accomplished and that is to show every salesman of life insurance that there is almost no limit to the amount of business obtainable if he will put enough time and effort, plus just ordinary plugging, into his work.

These achievements are also of considerable significance to sales executives in lines far removed from life insurance. This is so because not only salesmen, but their managers as well, get into the average rut. More than one sales executive has committed the fallacy of feeling that he knows what an average day's work for his men should be. The result is that when some fresh young fellow steps in, throws precedent to the four winds and raises the ante far beyond existing averages he is marked for the exception and his feat creates all sorts of commotion.

How many sales managers have ever suspected that almost any man in their organization could,

under certain conditions, equal or surpass existing records? And, as for these record-breakers, isn't it just possible that they were not stars but merely men who went out and proved what a vast amount of potential business was waiting for their fellow salesmen? Isn't it possible that they were simply unhampered by any conception of what constituted an average day's work for their line?

In any event there are six points which any sales executive can get from this recital. They are:

1. Any salesman can roll up an impressive amount of orders if he exposes himself to enough business.

2. The public, and probably the retail and wholesale trade as well, likes to buy from the fellow who shows by hard work and enthusiasm that he is anxious to sell.

3. The salesman who believes that buyers have to be seen at certain hours of the day had better try a little experimenting. If life insurance can be sold before breakfast and at all hours of the day and night, perhaps the grocer will buy soaps or cereals during the early morning hours and even on Saturdays.

4. No territory is ever saturated for the aggressive salesman—the more goods sold, the better the picking.

5. The contest idea has not yet lost its efficiency.

6. There is no such thing as an average day's work.

Charlie Miller, Sales Manager, Birmingham Clothiers

Charlie Miller, formerly assistant publisher of the Baltimore *American* and *News*, has been appointed sales manager of the Louis Saks Clothing Company, Birmingham, Ala. He will also supervise the advertising department. Mr. Miller was at one time business manager of the Atlanta *Georgian* and *Sunday American*, and prior to that was advertising manager of the Birmingham *New Era*.

Has Ucan Hair Cutter Account

The Ucan Hair Cutter Company, New York, has placed its advertising account with Street & Finney, Inc., advertising agency of that city.

First Unit in Advertising Store Chain Will Open Soon

The first of a chain of ten stores will be opened in New York soon by the Shaw Advertising Corporation, New York. This company, which was recently formed, will operate a merchandising service for advertisers through these stores which will be located in ten distribution centres. Advertisers' products will be displayed and lectures will be conducted explaining them to consumers. The stores also will be working bases for the operation of distribution campaigns. The first store will be opened in New York about April 15 and will be followed by a second store at Chicago.

Ernest R. Shaw is president of the Shaw Advertising Corporation; George Pike is vice-president and George D. Bass, is treasurer. Mr. Shaw formerly was engaged in real estate and industrial promotion. Mr. Pike and Mr. Bass are both associated with Hayden, Stone & Company, the former in Boston and the latter in New York.

Heads Foreign Language Special Agency

M. F. Wegrzynek, for the last five years general manager of *Nowy Świat*, New York, and executive secretary of the Association of Foreign Language A. B. C. Publishers, has resigned both positions to become president of the American Association of Foreign Language Newspapers, Inc., publishers' representative, New York. M. J. Pessin has been made treasurer and manager of the media department.

O. G. Draper Joins Seth Seiders

O. G. Draper has become a member of the creative departments of Seth Seiders Incorporated and Mather & Company, affiliated industrial advertising organizations, Chicago. For the last six years Mr. Draper has been advertising manager and manager of the sales promotion department of the American Multigraph Sales Company, Cleveland.

Denver Agency Changes Ownership

The White Advertising Agency, Denver, Colo., has been purchased by Harry T. Schlagel, formerly of Pittsburgh, Pa. The agency will be known as the Schlagel Advertising Agency. Herm Michel, formerly with Lord & Thomas, Chicago, will direct the art department.

Brooklyn "Daily Eagle" Buys Morgner Catalogue Company

The Brooklyn "Daily Eagle" has purchased the Morgner Catalogue Company, also of Brooklyn. The company will be continued as an adjunct of the commercial printing department of the *Daily Eagle*.



Reader Interest

*A Valuable Concomitant of
Detroit News Advertising*

DURING 1924 The Detroit News established, among other records, a new high mark in advertising volume with 30,604,518 lines—the greatest in the history of journalism.

The reasons for such leadership are many. Circulation and coverage are two most important factors, but greater than any is READER INTEREST. This factor in making a newspaper valuable to the advertiser is very often an intangible one. Few newspapers have definite proof of READER INTEREST available.

The Detroit News has, however, attained a unique substantiation of READER INTEREST. During 1924 more than 134,000 letters were voluntarily written to the editors of The Detroit News. Nothing so well proves reader interest as such letters, for when a reader overcomes the natural resistance to letter writing sufficiently to pen one to the editor, he is showing more than ordinary interest.

Advertisers who have products to sell in the Detroit market will do well to remember that by using The News they not only buy the greatest circulation possible but *Proved READER ATTENTION* also.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan.

A Delicate Letter Problem

This Advertiser Had to Reply to a Former Customer Who Volunteered the Information That He Had Not Received Satisfactory Service and Had Thrown Out the Company's Equipment.

By A. Rowden King

ALL sorts of ticklish situations are brought up by the letters which flow into the average business office with every mail. But where can be found a more delicate problem than that which develops when, in response to your advertising, a letter comes in stating that your own service or equipment was used by the prospect but has since been thrown out in favor of the service or equipment of a competitor?

I recently came across such a letter in an advertiser's office and the splendid manner in which it was answered deserves mention.

The customer had received a letter of solicitation accompanied by a small booklet. The advertiser, probably to inspire inquiries and correspondence, had requested the recipient's opinion of the value of the booklet for sales purposes. In response, the customer gave it as his opinion that the booklet was a worthy one. He also wrote that he was not interested in the equipment, having recently discarded it in favor of the equipment of another manufacturer.

Under such conditions many advertisers would probably make no reply. There would seem to be no call for it. It would appear as though there was very little to be gained by seeking to placate the feelings of an executive who had given one's equipment a long and fair trial and had finally disposed of it and purchased other equipment. Those who dictate business letters would do well to consider whether they could have met the same situation as gracefully and as effectively as the following letters did.

The first reply to the customer came from the manager of the manufacturer's local office. It read:

Your appreciation of the booklet we sent you is the more effective because of the information you give us that you are now using the X machine and prefer it to our own.

Thank you very much for advising us. We hope the X will continue to give you the good service you have a right to expect of it.

Three days later another letter came from the company's head office, written by the advertising manager. The important part of it read as follows:

Mr. E_____, of our New York Office, located at XXX Broadway, has just forwarded to us your letter bearing comment on our new booklet. Gentlemen, your co-operation is greatly appreciated and I want to personally thank you for the time you have spent in looking over this booklet.

To further express my appreciation, I am enclosing another booklet. I'm not asking you to criticize it particularly but am giving it to you because it may be of some real help to you in your business. Maybe it will suggest ways of improving your mailing list. If we can help you in any way, just call us direct, or through our New York representative.

Cordially yours,

Note that there is no expression of surprise or regret or criticism. There is no request for reconsideration; no blind or obscure sarcasm to the effect that a vital mistake had been made.

Instead, the writer goes out of his way to send another booklet, to put the former customer under further obligations to the manufacturer and to suggest that the latter's organization is ready and willing to give service under any circumstance.

That is the type of diplomatic handling of business correspondence which builds friendship and good-will and is best fitted to do everything possible to bring into the fold even those business sheep who have wandered away from it.

Becomes Vice-President of Van Wheel

L. L. Kinstler, sales manager of the Van Wheel Corporation, Oneida, N. Y., has been elected vice-president.

Going up

February daily
average net paid
circulation —

502,145

CHICAGO AMERICAN
EVENING

Mar. 5, 1925



The Elks Magazine

20 CENTS A COPY

MARCH, 1925



The Month: Ahmed Abdullah, Marcus Fly Range, Harry Dicken and many others

25
Mar. 5, 1925

PRINTERS' INK

47



The Largest Magazine For Men

850,000 Identified Subscribers
50 E. 42nd Street, N. Y. City



How to sell to Oklahoma's \$68,000,000 Wheat Belt

OKLAHOMA'S wheat belt is made up of 17 counties and has approximately 73 per cent of the State's wheat acreage. There are 39,343 farms in the wheat belt. Wheat farmers this year have \$68,000,000 to invest in building materials, power machinery, accessories, and personal and business needs of every description. You can prejudice 31,934, or 8 in each 10, of these farmers in favor of your product by telling them about it in the *Oklahoma Farmer-Stockman*, which has a coverage of 81.1 per cent in the rich wheat belt of Oklahoma.

The **OKLAHOMA**
FARMER-STOCKMAN
Oklahoma City

Try a Suggestive Trade-Mark for That New Product

You May Find It More Valuable Than Arbitrary Marks—And the Patent Office No Longer Objects

*Washington Bureau
of Printers' Inc.*

THE changed attitude of the Patent Office regarding the registration of suggestive trademarks is one of the most important of recent improvements in the trade-mark service. The new policy gives the advertiser a much wider latitude in his selection of marks that can be registered.

Until about eleven years ago, it was not possible to register a mark which in any way described either the goods it was intended to identify or the service rendered by the goods. Prior to that time, a great many marks that even suggested the qualities of the goods, or any definite service rendered by them, were refused registration on the ground that they were descriptive, and the courts upheld the Patent Office decisions. Now, however, there has been established a well-defined distinction between marks that are descriptive and those that are suggestive, and the Patent Office looks with favor on those trademarks which suggest the uses of the goods, or the service or results produced by them.

The value of this broader policy to the advertiser lies in the fact that words suggesting a characteristic of the goods are usually more readily retained by the public than are absolutely meaningless words.

It is a simple matter to trace this radical change to the demand arising from the development of advertising and merchandising. When manufacturers discovered that they could secure better results by advertising the use or purpose of their goods than they could by featuring mere descriptions of merchandise, they coincidentally began to select trademarks which indicated or suggested uses or service. The logical consequence was an increasing demand for registration of these

marks and the new policy is the final result.

While discussing the progress made in the registration of suggestive marks, T. L. Mead, Jr., chief of the trade-mark division of the Patent Office, recalled the record of a case which furnishes some pertinent facts.

This case grew out of the application of B. Altman & Company, filed January 2, 1917, for the registration of "Super-Easy" as a trade-mark for upholstered furniture. The examiner refused the registration on the ground that the term would convey the idea to purchasers that the furniture so labeled was comfortable and easy above the average or ordinary. The Altman company promptly appealed the case to the Commissioner of Patents, who reversed the decision of the examiner, and the brief on appeal presented by Dr. Louis Alexander set forth, as the principal argument for registration, the following:

With the development of the art of advertising, the number of trade-marks used by manufacturers and dealers has increased rapidly. Today, a trade-mark is applied to practically every article of commerce. The purchasing public, formerly relying upon the skill and good faith of the retail dealer in selecting its merchandise, must now make its own selection. Today, the retailer no longer makes the selection for the customer, but in practically every case the customer must decide for himself what brand he wants. Consequently, today, every person must remember the trademarks of the hundreds of trade-marked articles used by him. Moreover, as a result of the modern highly developed transportation facilities, the prospective purchaser, who formerly was bound to use the products of his neighbor, or could select at best from the products of only a limited number of manufacturers living nearby, is offered today the products of an endless number of rival manufacturers located throughout the world, and in most cases unknown to him in name. He cannot remember and distinguish between the often conflicting and not readily remembered names of the domestic and foreign manufacturers, but has come to rely upon the trade-

marks appearing on the goods. It is, therefore, in the interest of the public, as well as in the interest of the manufacturer, to have used as trade-marks, names or devices which, because of their suggestive character, can be readily remembered. It is also to be borne in mind that the growing tendency of manufacturers to specialize in a limited number of manufactured items has materially contributed to the increase in the number of trade-marks which the public is expected to recollect. It is not exaggerating to say that, today, at least a dozen different trade-marks are found on the various articles of apparel worn by the average person, and in the course of twenty-four hours such person will probably use at least 100 trademarked articles.

This increasing use and importance of trade-marks explains the increasing tendency of manufacturers to select as trade-marks particularly catchy and suggestive words, as the public can hardly be expected to remember hundreds of absolutely arbitrary names, in no way connected with the goods. The public has become accustomed closely to watch trade-marks, and will, at once distinguish between a *descriptive*, advertising word and a merely *suggestive* word used as a trade-mark. The Patent Office Tribunals, realizing this changed condition, have gradually become more and more liberal in considering applications for the registration of trade-marks. Trade-marks which not many years ago would have been refused registration as being "descriptive" are now considered merely "suggestive," and as not falling within the prohibition of Section 5 of the Trade-Mark Law.

While these paragraphs tell an interesting and apparently complete story, Mr. Mead offered a word of caution to advertisers who might follow it too literally. He said that they should be guided in selecting or inventing suggestive marks by the provision of Section 5 of the Trade-Mark Law, which rules that no one shall be permitted to appropriate to his exclusive use a common word or device which his competitors may have employed, or are likely to employ, in describing their merchandise.

In explaining this, he mentioned that the descriptive term "Comfy-cut" was an excellent example of a mark that came well within the provision of the law, according to the present interpretation. He pointed out that the Commissioner of Patents, in permitting the registration of "Comfy-cut" as a trade-mark for underwear, has said that, to his mind, the rule should be that if the exclusive use of these words leaves open to

everybody else all words useful in describing any quality or property appertaining to this particular class of goods, the words in question should be registered. The Commissioner also quoted this opinion of the courts:

No one has a right to appropriate a word or phrase which from the nature of the fact it is used to signify, others may employ with equal truth, and therefore have an equal right to employ for the same purpose.

The Commissioner declared that he could not conceive of any one ever attempting to describe any property, quality or composition of knit underwear by the words "Comfy-cut," and added, "I do not believe that the exclusive use of 'Comfy-cut' will take away from the public any words which they would need or could use in describing their knit underwear, and for this reason the words may be registered."

Mr. Mead mentioned "Wear-ever," "Nevertear," "Paristyle," "Stylefit," "Nurs Wel," and "Footease" as marks which are considered suggestive but not descriptive, and on which registration has been accepted.

"Prior to 1913," he continued, "the office was very severe in its consideration of all suggestive marks, and even refused registration on combinations of words which meant nothing when any single word in the combination could be considered as having a definite meaning. The mark 'Channel Lath' was refused, even though it was spelled 'Channelath,' and the primary examiner also refused the mark 'Rufix' on the ground that it was descriptive.

"About 1913, however, both of these marks were appealed to the Patent Commissioner by their applicants, and the Commissioner reversed the decision of the examiner, holding that the marks were suggestive rather than descriptive. These were among the first marks ever registered by the Patent Office on the ground of suggestiveness; but in at least one prior case a significant decision was rendered by the office which took into account the personal element. This element is present in many suggestive marks, and it was probably first recognized in the case of the Ritesize Underwear Company (188 O. G., 807), in which the Patent Commissioner



Three Cents!

AT 3 cents per copy, THE WORLD entirely overshadows the two 2-cent newspapers most generally compared with it in QUALITY of circulation, in that intensive city selling-area where the manufacturer has his best distribution and in which the merchant makes his greatest number of sales.

Favored, therefore, with the type of New Yorker who is able and willing to pay 3 cents for his morning paper, THE WORLD occupies a unique position among the newspapers of the greatest retail market in America.

On the score of selling-price alone, if its own columns were not sufficient evidence in themselves, THE WORLD today is indisputably the *quality* medium of the morning field.

The World

MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

GENERAL MOTORS BUILDING
DETROIT

SECURITIES BUILDING
SEATTLE

CHANCERY BUILDING
SAN FRANCISCO

TITLE INSURANCE BUILDING
LOS ANGELES

held that 'Ritesize' as applied to underwear was not merely descriptive within the meaning of the act of 1905, in that what would be the right size for one person might not be the right size for another.

"This decision was considered important, and it has been consistently followed. But other phases of the problem of the registration of suggestive marks had to be passed upon by the Patent Office, and later confirmed by court decisions, before the office could announce the general acceptance of suggestive trade-marks as a general policy. Many precedents, covering all ordinary phases of such marks, had to be established, and it was only recently that we felt the accumulation of decisions was sufficiently comprehensive to warrant us in saying that the office looked with favor on suggestive trade-marks as a class."

In bringing about this most desirable result, one of the important cases mentioned by Mr. Mead was that of the Arkell Safety Bag Company against the Safepack Mills (141 Ms D., p. 10). In this case, Commissioner Robertson held that "Safepack" as applied to packing bags was not descriptive of the goods the mark identified, but merely suggested a possible use of the goods, and this decision was affirmed by the Court of Appeals of the District of Columbia.

The same court, in the case of the Irving Drew Company, rendered a decision April 7, 1924, in which it held that "Archrest" for shoes was one of those marks which suggested something, but really told nothing, and was therefore registrable.

In discussing these and similar cases, Mr. Mead emphasized their importance in encouraging originality and ingenuity in trademarking. He said that, while a number of excellent suggestive marks had been registered during the last year, the tendency is still toward meaningless and arbitrary words and phrases which in themselves carry no selling value until they have been liberally advertised into the public consciousness.

"The manufacturer in search of

a new trade-mark," he continued, "will, in many instances, find it highly profitable to study the purposes and uses of his goods with an idea to selecting as a mark a word or phrase that may be tied up with the demand through its suggestive properties. Or, he may find it to his advantage to consider his manufacturing processes or methods with the same end in view.

"It is obvious that the trade-mark, 'Orange Crush,' originated from a process of manufacture and is suggestive of a method of obtaining orange juice. Several years ago, this mark was accepted for registration, and the decision was affirmed by the Court of Appeals of the District of Columbia. Therefore, both the processes of manufacture and the services rendered by the goods offer the manufacturer a great variety of ideas to aid him in selecting and inventing trade-marks that have the value of suggestiveness."

H. W. Beals Leaves Methodist Book Concern

H. W. Beals, advertising manager of The Methodist Book Concern, New York, has resigned to join the A. W. Stevens Printing Company, Inc., Brooklyn, in which he has purchased an interest. He has been elected vice-president and treasurer of the Stevens company.

B. F. Wolfinger, formerly Eastern representative of The Methodist Book Concern, succeeds Mr. Beals with that organization.

Paper Houses Combine Foreign Departments

The Paper House of Pennsylvania and the J. L. N. Smythe Company, Philadelphia, have combined their import and export departments in a new corporation under the title of Considine & Company, Inc., also of Philadelphia. The officers of the new company are: Norbert A. Considine, president; Jack P. Cooper, import manager; and C. T. Guerrero, sales manager.

New Accounts for Gardner Agency

The Chicago Roller Skate Company, manufacturer of Cusher shock absorbers, and the Sherer-Gillet Company, Chicago, manufacturer of grocery equipment, have placed their advertising accounts with the Chicago office of the Gardner Advertising Company, Inc., St. Louis, Mo.



TRENDS and INDICATIONS

A paragraph Digest of Fact and Opinion relating
to everyday problems of Sales and Advertising

Published E.O.W. at New York by Dorrance, Sullivan & Company

Boston

March 5, 1925

New York

Guaranteeing the Manufacturer's Guarantee Marks a New Step in Merchandising

THE biggest single factor in the success of merchandising and advertising is the confidence of the public in the truthfulness, fairness and integrity of the manufacturer who is striving for its favor. The sales story and the advertising message that will impress itself as truth upon the public mind is the surest key to success and profit.

Business, we know, has long recognized this need of winning and holding the public confidence and of tolerating nothing that will tend to destroy faith either in the seller or in his product.

The movement for Truth in Advertising—the Better Business Bureaus and other well directed efforts have done much to curb the faker and to build confidence in all advertising and selling appeal. But man by instinct is suspicious and broadscale selling depends upon more than the mere assertion of truth. The public demands concrete and sustained evidence of truth before it grants confidence.

After all, a truth that does not register as such is no more effective than a lie. So that in spite of the constant effort of responsible advertisers to permit only the truth in their messages, the public mind has not yet been relieved of the tendency to discount all selling assertion as biased perhaps by the pride of the manufacturer.

Recognizing this attitude this agency has always tried to inject into our clients' advertising a firm, convincing tone of truth. For some time we have been endeavoring to put this effort into something more concrete than simple assertion.

In trying to evolve for one of our clients a "hook" that would clinch his selling argument as undeniable fact, we have been able to perfect, in co-operation with the National Surety Company, a plan which we believe marks a new step in merchandising—the product bond—which we call "guaranteeing the manufacturer's guarantee."

Of course the bonding of individual representatives is not new. It has been a common practice in those fields where the success of the sale hinges upon instant customer acceptance of the integrity of the salesman. But the bonded integrity of the salesman does not necessarily carry with it, to the mind

of the customer, any guarantee of the product he sells.

The instinctive suspicion of the consumer mind demands something more than that he buy merchandise from a man of bonded honesty. It is necessary to give him positive assurance of satisfaction with the merchandise itself.

It was with this problem in mind that this organization developed this new step in merchandising—the product bond. With it the manufacturer may now approach his market with goods backed by a three-fold guarantee—that of the retailer—his own—and behind these, insuring their stability, the bond of the largest surety organization in the world.

In bonding a firm's product, the surety company makes itself responsible that the manufacturer's assertion adheres strictly to truth. Consumer and dealer confidence in the sales organization is increased because the surety company must insist that they misrepresent nothing. The product's specific guarantee rings true on the mind of the consumer for he knows that adjustments arising from the guarantee cannot be disputed. Repeat value is built up because the public realizes that the bonded manufacturer cannot fail in production or in selling. Consumer confidence can be increased to a point never before attained.

The use of this type of guarantee as devised by us for the use of some of our clients has already brought about interesting results. We have taken out for them insurance on the public confidence in their message—whether printed, pictured or spoken—as well as in their product.

For a small premium the surety company can bond the guarantee of certain manufacturers. There are few products to which the plan cannot be applied. Naturally the reputation of the manufacturer and his financial responsibility must play a large part in the transaction. It is essential, too, that he be committed to a policy of national advertising in order that full effect and greatest result accrue from the use of the bonded guarantee.

We will be glad to discuss with anyone interested, upon application, the details of this unusual sales stimulus.



TRENDS AND INDICATIONS

Post Office Profits on Curtis Publications

During the year ending August 31, 1924, according to a statement by the business manager of the Curtis Publishing Company, 34,201,855 copies of the Saturday Evening Post entered the mails for which a postal bill of \$1,033,271.72 was paid or an average of over three cents per piece. The average cost of transporting and handling all classes of periodicals, including magazines, according to the Government Cost Report is a little over two cents per piece, so that the Government derives close to \$252,000.00 profit from carrying the Saturday Evening Post.

Daily Press Advertising Estimated at \$642,000,000

"Editor and Publisher" has just announced the result of its compilation of lineage records from figures they have secured from morning, evening and Sunday newspapers throughout the United States.

These figures cover the year of 1924, and indicate that approximately \$642,000,000 was spent for advertising space in the daily and Sunday newspapers.

These figures do not include weekly, or semi-weekly papers—the total estimated lineage for the daily press alone exceeding 5,000,000 lines.

Pittsburgh Steel Employment at New High Mark

According to the Wall Street News employment in the iron and steel industry in the Pittsburgh district reached a new high mark as production climbed to 95%, the highest in two years. Rail orders placed by three large railroads are said to have materially increased production and employment. At Newcastle a shortage of certain types of labor has become very apparent.

Slight Gain in Automobile Production

January production of automobiles, according to the National Automobile Chamber of Commerce was 224,000 cars and trucks, an increase of 7% over the December figure, but a drop of 29% from the output of January, 1924. It is inferred that manufacturers are holding down production schedules to avoid excessive stocks in their own and in dealers' hands. In the retail trade it is said that used cars are not being disposed of very rapidly. The outlook prevailing for new cars is very cheerful and since retail dealers started the year with light inventories, continued open weather such as the country has enjoyed through January will probably make it necessary for manufacturers to increase production soon.

Silk Market Showing Notable Activity

The Silk Association of America placed raw silk consumption during January at 39,885 bales, the largest monthly total on record. This represents an increase of nearly 6,000 bales over December consumption and about 7,000 bales above January, 1924. Raw silk prices have been advancing very steadily for the past two months and some Paterson mills report that they have sufficient work on hand at present to keep them busy for at least six months.

The output of Rayon or artificial silk for 1924 amounted to 38,850,000 pounds, an increase of nearly 10% over 1923 production. It is said that fancy cotton and braid silk manufacturers may soon supplant the hosiery trade in importance as buyers. It is interesting to know that in 1923 cotton goods manufacturers used 12% of the total domestic output; silk manufacturers 16%; hosiery manufacturers 25%; knit goods manufacturers 28%; the balance by manufacturers of miscellaneous fabrics.

Bank Clearings Break All Records

The January total of bank clearings for both New York City and the rest of the country were the largest ever reported in any single month. Clearings for New York City alone amounted to \$26,720,693,986, or 29.1% over a year ago. In 190 outside cities bank clearings aggregated \$19,434,762,882, or a 9.3% increase over January, 1924.

January Magazine Advertising Totals \$8,660,000

"National Advertising Records," a new publication, gives an interesting tabulation of advertising placed by prominent national advertisers, using space in 110 magazines of large circulation.

The figures estimated through this checking indicates that \$8,660,000 was the approximate amount represented by space in January issues of these publications.

Dry Goods Business Is Steady

The John V. Farwell Company, large Chicago wholesalers, in their weekly review, February 20th, says, "Business is now proceeding along good, steady, sensible channels, commitments being made with more consideration of customers' needs than with undue caution and fear of over-buying. Buyers continue to come to market in larger numbers than during the corresponding period in February of last year. Some of the prominent mills advanced ginghams during the past week. Noticeable improvement in demand for colored lingerie fabrics. Collections are fair."



TRENDS AND INDICATIONS

Over a Billion Dollars a Year Spent on Soft Drinks

That \$1,200,000,000 has been spent during the past year at the soda fountains of this country can hardly be realized by the average person who rushes into the corner drug store for an ice cream soda or a cooling drink, spending hardly more than 15 cents at a time. However, these were the figures given by the United Drug officials at a recent meeting. This large amount of money was spent in approximately 100,000 drug stores and ice cream parlors, averaging about \$12,000 a year for each fountain.

Wrigley Has Spent Forty Million on Advertising

William J. Wrigley, Jr., who is without a doubt the world's most persistent advertiser, is authority for the statement that in the past twenty years he has spent over \$40,000,000 to establish the trade marks of his chewing gum brands. "This money has been spent to accomplish a definite purpose. It takes persistent work to accomplish general distribution and it takes further persistency to maintain sales volume through all of the distributing channels. Dealers cannot be expected to carry dormant goods in stock. Advertising money spent to benefit the dealer is business insurance. We might as well shut down our factories as to stop advertising. No one can expect to keep up sales for long who stint on advertising expenditures, or who tries to make one dollar suffice where two dollars are needed." That is why the Wrigley Company is now spending \$4,000,000 a year for advertising, or at the rate of \$17,000 a day.

The Cost of Defective Vision in Public Schools

Defective vision of pupils in public schools in this country costs the taxpayers at least \$130,000,000 every year, according to the Eyesight Conservation Council of America. Many students are compelled to take 2 or 3 more years of a single grade because defective vision makes them backward in their work.

Motor Bus Assuming Major Position in Transportation

On January 1st, 1925, there were 53,000 buses in use in the United States and Canada, of which 12,500 were built and placed in use during 1924. Last year's production represents about 25% of all the buses now in use and a corresponding increase for the present year is forecast. 2,500,000,000 passengers were carried in buses last year. Electric railways increased the number of buses under their control from 1,200 in January, 1924, to 3,000 in January, 1925, a gain of 150%.

Per Capita Citrus Fruit Consumption Increasing

Approximately 43,000,000 boxes of oranges and grapefruit and 5,500,000 boxes of lemons were sold in the United States and Canada during the year ending October 31st, 1924. Of oranges and grapefruit, California supplied about 22,000,000 boxes, Florida 20,000,000 boxes. Each person in the United States and Canada now consumes at the average of 58 oranges and 5 grapefruit per year. 36 oranges of this average are grown in California and 22 come from Florida or elsewhere. Most of the grapefruit is produced in Florida.

Replacement Market for Hospital Supplies

There are constantly about 1,250,000 hospital inmates and employees in this country. The table below indicates the minimum of laundry equipment necessary to supply them.

	Annual Replacement
Bed sheets.....	3,312,600
Pillow cases, large	2,208,000
Spreads	1,104,000
Blankets, bath	662,400
Blankets, bed	1,656,000
Towels, bath	1,104,000
Towels, dish	1,589,760
Towels, face	4,416,000
Towels, individual	9,040,000
Towels, surgical	2,208,000
Towels, glass	6,624,000
Wash cloths.....	8,832,000

— The right Product
— Markets and Competition
— Sales Methods
— and then Advertising

DORRANCE, SULLIVAN & COMPANY

31 Milk Street
BOSTON

130 West 42nd Street
NEW YORK

42 ANGLES on the Northwest

A North Dakota farming county votes a \$350,000 court house. Fargo bank deposits double in one year. Hall Hardware Company will remodel more stores in the Northwest this year than their total for the preceding five years.

Tractor inquiries for spring much greater than in 1924. Automobile dealers report much business in sight. Minnesota and Dakota banks say farm loans largely paid. Farmers of the Northwest have staged a magnificent come-back.

These and a hundred other facts make our new book valuable to everyone who studies markets. It contains the verbatim, unedited answers of forty-two prominent Northwestern business men, who were asked the question: "What do you think of 1925 prospects in the Northwest?"

No matter what else you do today, write for a free copy of this book.



The Northwest's Only Weekly Farm Paper.

Standard Farm Papers, Inc.,
1109 Transportation Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

Why Inquiries Should Not Be Charged to Agents

Manufacturer Must Pay for His Own Advertising, as He Is the One Who Is Vitally Interested

BAXTER-DAVIS ADVERTISING COMPANY
KANSAS CITY, MO.

Editor of Printers' Ink:

We have a client who uses mail-order mediums to secure inquiries for his products, and for local agents to sell his products.

He has State and district agents who follow up these inquiries, appointing local agents to handle the sales.

Next year he proposes to charge his State and district agents a set amount per inquiry for the inquiries from each State and district agent's territory.

In your experience, is there any precedent for this procedure? We would appreciate your courtesy if you could refer us to other companies that have successfully used this plan.

BAXTER-DAVIS ADVERTISING COMPANY
DONALD D. DAVIS,
Vice-President.

PROBABLY every manufacturer selling his goods through agents has at some time or other entertained a secret desire to have his agents pay a part of the advertising cost. A number have gone so far as to try to find some way in which this could be done, as the client of Mr. Davis seems to be doing now. In considering Mr. Davis' inquiry, we found we could make quite a list of manufacturers who have had outspoken ambitions of this sort, but we could not recall one who had made a success of such a policy or even put it into effect. There are cases where agents working exclusively for one employer have contributed or paid for an advertising campaign. Current advertising of the Phoenix Mutual Life Insurance Company, for instance, is financed by the company's agents. To make sure, we consulted a mail-order expert who has handled, or had connections with, perhaps a thousand accounts where the selling was done by agents under the supervision of State or district representatives. This man tells us, in effect, that the idea is so old that its joints creak and crack, but that it is just about as unworkable as anything could possibly be.

In short, State or district agents will not pay for inquiries. They

will not help the manufacturer settle his advertising bills. If they are required to, they will quit.

Manufacturers selling goods through agents are in the habit of forgetting two important things:

They overlook the fact that the agent is not in any sense of the word an employee. Unless he is paid a salary or is working under a drawing account, he is in business for himself and is his own boss. The same may be said of the State or district agent. Usually he represents a number of lines and is practically a jobber. The difference between him and the bona fide jobber is that he does not actually carry goods in stock. But he is every bit as independent as the jobber, or even more so. He handles the manufacturer's goods and is therefore the manufacturer's customer, not his employee.

The second thing the manufacturer forgets (and this is a fault that extends far beyond the field we are discussing here) is that if there is any worrying to be done about the advancement of his business he is the one who has to do it. Whether he lives or dies is not a matter of any very great moment to the agent. Consequently, if there is any advertising done in behalf of his business he has to pay for it. The agent won't.

If the situation is such that it is unfair and inequitable for the manufacturer to bear the entire cost of turning up inquiries for his agents, the adjustment may be made in the manufacturer's margin. The advertising, being a part of the selling cost, can be given due consideration in pricing the goods to the agent. But when it comes to separating the advertising from the rest of the selling cost and making a specific charge per inquiry, that is quite another thing. There may be no difference

in the two processes so far as the agent is concerned, but who can convince him?

This agent business is a funny proposition, anyway. At best there is a huge turnover. Everybody who has lived in a rural community knows that the local agent usually is the town's ne'er-do-well who knows little or nothing of what advertising is. The district or State agent is of course a higher type. The more agents he has under him, the more money he is going to make. But is he going to pay a certain set price for inquiries from would-be agents—especially before the applications have been sifted and their worth determined? He is not. This investment, this risk, is something that belongs to the manufacturer alone.

A notable example of the proposition that the manufacturer should pay for his own advertising is seen in the working plan of the Universal Clothing Manufacturers of Chicago. This concern sells made-to-measure work clothing through agents. The clothing is merchandised under a brand name, enabling the agent, if he is at all alive, to build up a steady repeat business. The company has State and district agents who in a way are responsible for the local agents working under them. Inquiries brought in by advertising are sent to the State or district where they originate and the agent in charge investigates them. Whatever appointments are made from among the inquirers are made by him. As orders are sent in by the local agents, the clothing is priced to the State or district agent at a certain figure. Out of the remaining margin he takes his profit and the rest belongs to the local agent. The head agent is the jobber and the local man the retailer.

The Universal regards any idea of charging the head agents for inquiries as being just as unreasonable as it would be for the manufacturer of a food product to charge his jobber a flat rate for inquiries his advertising had stirred up among retailers.—[Ed. PRINTERS' INK.]

Canadian Footwear Publications Merged

The Hugh C. MacLean Publications, Limited, Toronto, publisher of *Footwear-in-Canada*, has purchased the *Shoe and Leather Journal* from the Acton Publishing Company, Toronto. The combined publications will be known as *Shoe and Leather Journal and Footwear-in-Canada, Consolidated*, and will be published semi-monthly commencing March 5.

Playground Equipment Account for Procter & Collier

The Everwear Manufacturing Company, Springfield, Ohio, maker of playground equipment and apparatus, has appointed The Procter & Collier Company, Inc., Cincinnati advertising agency, to direct an advertising campaign in publications reaching boards of education of municipalities.

C. B. Chancellor with Union Furnace

Charles B. Chancellor has joined the Union Furnace Manufacturing Company, Inc., Altoona, Pa., Black Arrow corrugated coal shovels, as vice-president and sales manager. For twelve years he was a representative of the Baldwin Tool Works, Parkersburg, W. Va.

A. R. Crapo with Luxor Cab

A. Randall Crapo has been appointed director of publicity of the Luxor Cab Manufacturing Corporation, New York. He was recently advertising manager of the automotive equipment division of the Westinghouse Electric & Manufacturing Company, at Springfield, Mass., and prior to that held a similar position with Gray & Davis, Inc., Boston.

Uses Trade-Mark as Company Name

The E. H. Freeman Electric Company, Inc., and the Trenton Porcelain Company, both of Trenton, N. J., have been consolidated as the Circle F Manufacturing Company. An "F" within a circle was the trade-mark of the Freeman company.

Wetherill & Company

Advance E. S. McCormick

E. S. McCormick has been appointed assistant sales manager of George D. Wetherill & Company, Inc., Philadelphia, Atlas paint products. He was formerly manager of the Boston warehouse of the company.

English Account for Norris-Patterson

Whitworth & Mitchell, Manchester, Eng., have appointed Norris Patterson Limited, Montreal advertising agency, to direct a Canadian newspaper campaign on Tricoline.

WE have a brief but beautiful
 Tale of sale to tell
 To advertisers
 Who are more
 Interested in results
 Than rhetoric.

The circulation
 Of The American Weekly Magazine
 Isn't above comparison—

It's beyond comparison!
 And eight dollars a line
 Is still the rate!

When can we tell our
 Complete story?

Where?



American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the
 following Sunday Newspapers:

New York—American
 Boston—Advertiser
 Washington—Herald
 Atlanta—American
 Syracuse—American
 Rochester—American
 Detroit—Times
 Milwaukee—Sunday Sentinel & Telegram

Chicago—Herald and Examiner
 Seattle—Post-Intelligencer
 San Francisco—Examiner
 Los Angeles—Examiner
 Fort Worth—Record
 Baltimore—American
 San Antonio—Light

"If you want to see the color of their money—use 'color'." A.J.K.

Letters That Get Orders When Salesmen Cannot Call

When Illness or Resignations Leave a Territory Temporarily Vacant Letters Can Be Used to Pinch Hit

By Charles A. Emley

Sales Promotion Manager, De Long Hook and Eye Company

EVERY sales department, like every baseball team, needs a pinch hitter occasionally.

A salesman may be obliged to abandon a trip because of illness or for some other reason. Another salesman may resign unexpectedly and leave you without representation in a State or in several States. Again, a salesman may make a special trip to a distant city to see an important buyer only to learn that the buyer is away.

These are a few of the occasions when a pinch hitter is sorely needed.

The De Long Hook and Eye Company uses letters as pinch hitters. For example, the De Long salesman who covers the States of South Carolina and Florida was taken ill with ptomaine poisoning shortly after he had started on his spring trip. He was obliged to go to bed in a hotel and stay there for ten days. As soon as he was able to get out of bed the doctor advised him to return home and take a rest. He heeded the doctor's advice.

"There's no one to take B's place," said the assistant sales manager to his chief. "What shall we do?" The chief suggested that they send a letter to the customers upon whom B hadn't called.

Here is the letter. It produced a lot of orders and kept the De Long Hook and Eye Company fresh in the minds of B's customers until B was able to make his appointed rounds.

Has that old witch—Bad Luck—ever camped on your doorstep?

If so, you can sympathize with Mr. B. Shortly after he started on his Spring trip he was taken ill with ptomaine poisoning. He had to go to bed in a hotel and stay there for ten days. Now he is recuperating at his home in Orlando, Fla.

It isn't likely that he will be able to call on you for several weeks. Meantime, you can help us to speed his recovery by sending your orders right along by mail. Nothing like orders, you know, to help a salesman to get back on his feet when Old Man Sickness knocks him out.

Won't you look over your stocks and see if you need anything? It is likely you do for the last shipment we made to you was in —.

If your stocks are low, an order now would help you and incidentally help us to fill Mr. B's cup with cheer.

The salesman who formerly covered Virginia and West Virginia for the De Long Hook and Eye Company resigned unexpectedly because of ill health. As good salesmen are not easy to find, it took the sales manager some time to select a man to replace him. In the meanwhile, letters were sent to bat to pinch hit.

The following is the first of the series. It brought some good orders as did the ones that were mailed later.

Mr. R., who has been calling on you for several years, has resigned because of ill health.

Until such time as we can select a man to take his place, won't you cooperate with us by sending your orders along by mail? They will be given our very best attention.

Maybe you need something in our line right now. Won't you look over your stocks and see? If you are low on anything, why not make up an order and mail it today? That would surely help you.

Perhaps you would like samples of some of the products you're not handling and which are illustrated in the accompanying catalogue. If so, just make a notation to that effect on your order and we'll see that your wishes are promptly fulfilled.

By the way, have you received the reprint of the full color page on De Long Safety Pins in the — we sent you the other day? What do you think of it? The other De Long products are being featured in the same way. A page on De Long Snaps will appear in the October —. Just one of the things we're doing to help you sell more notions.

Here's an order blank and a stamped



Steady Pressure on your Richest Markets

If leading American business men are your best prospects, Nation's Business, during the coming year will deliver more than two and a quarter million page arguments for your products, and place those selling arguments exclusively in the hands of business men.

The cost is less than $\frac{1}{2}$ cent a page.

NATION'S BUSINESS

Washington

172,000 circulation (Member ABC)

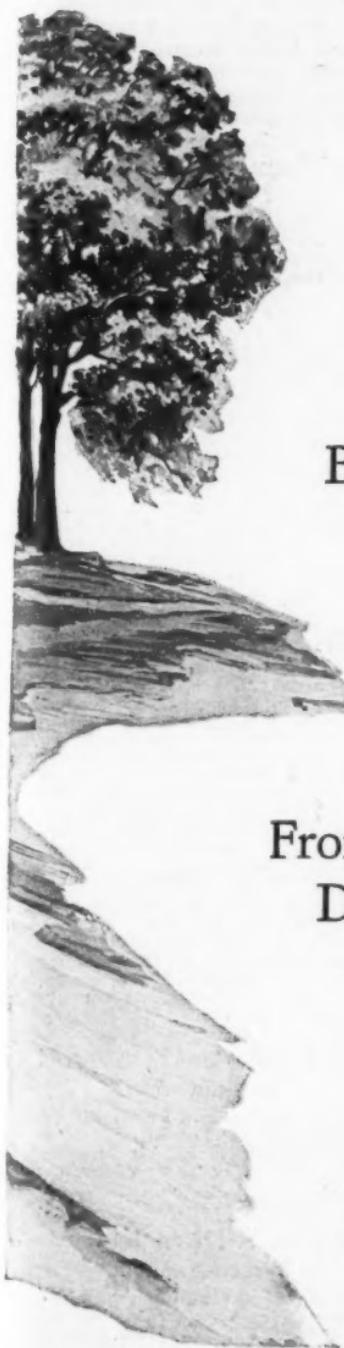
Mar. 5, 1925



The Delineator

Founder of

BETTER HOMES IN AMERICA



A Delineator
House—

Built by a Delineator
Reader—

From a Delineator
Plan—

From the Home-Building
Department of The
Delineator



THE DELINEATOR
and THE DESIGNER
[The Butterick Combination]

envelope for your convenience in mailing your order which we hope will put in appearance right soon.

D, who covers the State of North Carolina for De Long, made a special trip to the headquarters of a certain group of stores for the purpose of trying to persuade the buyer to list De Long Lingerie and Baby Pins. When D arrived on the scene he learned that the buyer had been called out of town unexpectedly and wouldn't return for several days. D told his story to the buyer's assistant and then advised the De Long office to write the buyer a letter. This was done with the result that the buyer listed De Long Lingerie and Baby Pins with all of his stores.

The letter that came through with a hit in the pinch read as follows:

Mr. D, who represents us in your State, had a pleasant interview with Mr. S, your assistant, the other day.

Mr. S is favorably impressed with our newest item—De Long Lingerie and Baby Pins. We believe you will be, too.

We've sent you a display cabinet—known as 235—containing thirty-six cards of the Pins. You will agree, after you look it over, that it is a beauty. It gives a counter a touch of color that causes women to stop, look and buy.

The Pins, of which twelve are fastened in an odd and attractive way on a card, are Extra Heavy Gold Plated. This information is printed on the inside of the lid where it can be plainly seen when the cabinet is open.

The Pins are great for lingerie purposes and for use in children's clothes. They make splendid inexpensive gifts, too.

No matter what you have done or are doing with any other notion item you can do well with this one. Our confidence is based on what others are doing. They reorder often.

You pay only — per cabinet of thirty-six cards. You sell the cards for ten cents each. You make — per cent. A good profit, isn't it, on an article that sells well the year around regardless of style changes, elections or anything else?

Let us send a few cabinets to each of your stores, Mr. B. Instruct your store managers to display them where all eyes can see them. If they'll do this, it won't be long before they will have to order more.

Yes, judging from the success others are having, this will soon be one of your best selling notion items.

It would require several hours and a lot of white space to tell the many other instances I know where letters have been sent to

the bat to pinch hit at critical moments in the game of business. They've all "come through."

In fact, a warm, human, persuasive letter, because it is more personal than any other kind of written message, can be relied upon to hit when a hit is needed.

New Slogan for Virginia Apple Growers

"Eat More Apples, Take Less Medicine" was selected as the slogan for Virginia apple growers by the Virginia State Horticultural Society at its recent annual meeting.

Resolutions adopted by the Society endorsed the standardization of the Virginia apple pack, State inspection and certification which have been in force during the last season; stated their appreciation of the work of the State Bureau of Markets; declared that the future success of the Virginia apple industry depends upon a general adoption of a certified pack; endorsed the work of the Society's trades committee in advertising Virginia certified apples during the last year, and proposed a national advertising campaign to increase the consumption of apples throughout the nation by stressing their health-giving properties.

Has "Wishbone Hanger" Account

The John Thomas Batts Company, Inc., Grand Rapids, Mich., manufacturer of Wishbone hangers and extension garment carriers, has placed its advertising account with The H. & J. Stevens Company, advertising agency, also of that city. Business papers and direct-mail advertising will be used.

Du Pont de Nemours Report

E. I. du Pont de Nemours & Company, Wilmington, Del., report net sales for the year 1924 of \$90,861,633, as against \$94,069,319 for the previous year. The consolidated net income for 1924 was \$17,031,487, compared with \$18,312,504 in 1923.

J. E. Biegler Transferred to New York

J. E. Biegler, manager of the Philadelphia office of The Reuben H. Donnelley Corporation, has been transferred to the New York office of that organization.

G. S. Diven Joins Syracuse Agency

George S. Diven, formerly with the Syracuse, N. Y., *Journal*, has joined the staff of Kaletzki, Flack & Howard, Inc., advertising agency, also of Syracuse.



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All the worth-while hardware publications are read more than most people realize.

That's one thing that comes out when a man goes into the field and makes close, personal investigations of reader interest in hardware publications.

And the second is this—that

Good Hardware is the most widely-read magazine in the whole hardware field!

It influences more hardware men because it reaches more of them — 45,000 a month. The next largest circulation is 22,000.

Good Hardware

GUARANTEED CIRCULATION
45,000 COPIES MONTHLY

TRADE DIVISION—THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York

Announc

The
formation of the

**GENERAL
OUTDOOR
ADVERTISING
CO.**

INCORPORATED



General Outd^ove

550 W. TREE
N.Y.

REPRESENTING the acquisition of the stock
or the properties, business and good will
of the following twenty-one established Out-
door Advertising companies:

THOS. CUSACK COMPANY
ATLANTIC CITY POSTER ADVERTISING CO.
BINGHAMTON POSTER ADVERTISING CO.
BRIEL POSTER ADVERTISING COMPANY
BROOKLYN POSTER ADVERTISING CO.
BURTON SYSTEM
CAPITOL CITY POSTER ADVERTISING CO.
DIXIE POSTER ADVERTISING COMPANY
EAST ST. LOUIS POSTING COMPANY
THE O. J. GUDE CO., N. Y.
JAMAICA POSTER ADVERTISING COMPANY
LONG ISLAND POSTER ADVERTISING CO.
MOHAWK VALLEY POSTER ADVERTISING CO.
OLD COLONY ADVERTISING CO.
PITTSBURG POSTER ADVERTISING CO.
POSTER ADVERTISING COMPANY, INC.
QUAKER CITY POSTER ADVERTISING CO.
RIPLEY POSTER ADVERTISING COMPANY
ST. LOUIS POSTER ADVERTISING CO.
STANDARD POSTER ADVERTISING CO.
VAN BUREN & NEW YORK BILLPOSTING CO.

K·H·FULTON
P R E S I D E N T

utd dvertising Co.

50 W STREET
N.Y.

—Devoted to the interests of
owners of better-class homes,

THE CLASS GROUP

ARCHITECTURE

ARTS & DECORATION

COUNTRY LIFE

GARDEN MAGAZINE & HOME BUILDER

HOUSE BEAUTIFUL

COLOR INSERT PAGES
AQUATONE PROCESS INSERTS

Walter L. Ballou Inc.
565 Fifth Avenue New York

565 Fifth Avenue

New York

Boston Office, 194 BOYLSTON STREET
Travers D. Carman, Mgr.

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War on National Scale Declared on Investment Frauds

President Coolidge and Head of New York Stock Exchange Call on Decent Business to Organize Against Securities Swindlers

THE time has come, leaders in American political, financial and commercial life believe, to discard half-way measures in dealing with the promoter and salesman of fake investments. Reputable business has temporized with or ignored this issue long enough.

At a conference in Chicago, on February 24, called by the principal financial organizations of that city and attended by representatives of all branches of business, the call to mobilize nationally against security swindlers was issued by E. H. H. Simmons, president of the New York Stock Exchange. President Coolidge reiterated it in a letter read before the conference which approved of a nation-wide organization to eliminate frauds perpetrated on innocent investors. And the foundation stones for such a permanent organization were laid before the conference adjourned.

But the job of putting the investment faker out of business bulks too large for any single temporary organization or group of existing organizations, Mr. Simmons said. The movement must be national, all-embracing, intense and enthusiastic. Legislation alone will not effect any cure. Practical experience indicates that the only way in which the desired results can be obtained, said Mr. Simmons, is through a definite and permanent national organization. This ought to be directed by a broadly representative committee, conducted by a paid manager and located in some central point where it can unify and supervise all anti-fraud activities in the country.

The Chicago conference was called at the instance of a dozen financial and commercial groups, all of which have a keen interest in putting a quietus on the activities of blue-sky promoters and salesmen. James L. Martin, chairman of the Chicago Association

of Stock Exchange Firms, acted as chairman of the gathering. To Mr. Martin, President Coolidge had sent a letter heartily endorsing the effort to end the mulcting of credulous investors and suggesting that since the evils being attacked were nation-wide in their scope the movement to cope with them ought to be equally inclusive. This letter was read at the conference and printed in PRINTERS' INK of February 26.

At the close of the meeting, the following resolution was adopted:

Whereas, the imperative necessity of close co-operation between the business organizations of the country and the officials charged with the enforcement of the laws against financial frauds and securities swindling is apparent, and

Whereas, the President of the United States emphasized the desirability of a national organization to co-ordinate all the activities against such swindling, be it,

Resolved that the Chairman of this conference be and is hereby authorized to appoint a committee of ten, selected from the financial, commercial and other organizations of the country to study the question of such organization and report back a plan at a subsequent meeting to be called by the Chairman.

"Every financial swindle is always two-sided," Mr. Simmons pointed out. "There is always the trickster with his desire to deceive through glowing promises and the victim with his fatal weakness for being imposed upon by a gullibility which temporarily outruns his common sense. In consequence, there are two basic ways of halting the evil—either to punish crooked intentions and acts speedily with severe jail sentences, or to cure public credulity regarding investments through education in economic and financial matters.

"In the long run, the latter method of education is perhaps the more fundamental, and should be given most careful consideration and continual impetus by those who are on the trail of the fraudulent-security salesman. Yet, educating the public in the infinite

intricacies of modern investment is bound to be a very slow process. While every effort should be made to educate the new army of American investors, resort must meanwhile also be had to the first method of going after the crooked promoter and salesman, and that is by punishing them swiftly, certainly and severely."

The Federal Government, through the Treasury Department, the Department of Justice, the Post Office, and many States has made earnest and genuine efforts to cope with the problem, Mr. Simmons acknowledged. The New York Stock Exchange, Better Business Bureaus, the Associated Advertising Clubs of the World and other organizations have all passed beyond the stage of making speeches and passing resolutions. But only a beginning has been made and the effects of most of the anti-fraud campaigning have been only local.

"As I have considered the problem," continued Mr. Simmons, "there seems to me to have been two chief weaknesses attending the campaigns in the past. The first of these has lain in the lack of co-operation among the many independent agencies engaged in the struggle. It has not been one powerful, unified effort, but rather a series of localized and sporadic efforts, separately conducted, each more or less parochial in its scope, and conditioned by the limitations and the private interests of the body conducting it. The second principal weakness is the lack of any regular and permanent machinery for receiving complaints and collecting evidence on a national scale. Somehow the public must be taught to co-operate with the agencies which are fighting fraud.

"In attempting to formulate a constructive plan against financial frauds the fundamental stake which American business has in the problem cannot be too often emphasized. The swindler menaces the very foundation of mutual trust and confidence upon which modern industry and society alike have been built. It is not enough, therefore, for business

men to call the attention of Government officials to the swindling evil with vague promises of goodwill and future assistance. Fraudulent dealings are a perversion of legitimate trade, and if the country is to be purged of them, business men must expect to give freely of their time and their money. Most of us have been actually doing only a little to correct existing abuses. We cannot expect to wrap our cloak of integrity about us, stand aloof, and be taken at our actual, or our own estimated, value by the security swindler's countless victims.

CAMPAIGN MUST BE NATION-WIDE

"In addition to establishing close working contacts with the U. S. Post Office Department, the Department of Justice, and the Securities Commissioners of the States, the help of our savings banks, investment and commercial bankers is needed, as well as of our boards of trade, chambers of commerce, rotary and advertising clubs and trade organizations of all sorts. We must also have the help of our manufacturing associations, of organized labor, of farmers' organizations. Spasmodic, localized efforts to root out financial frauds will not accomplish any permanent cure; the effort must be nation-wide, all-embracing, intense and enthusiastic. Those who will not put their shoulder to the wheel with us should stand aside.

"Our practical experience will at once indicate to us that the only way in which active, universal co-operation of this kind can be attained and maintained, is through a definite and permanent national organization, directed by a broadly representative committee, conducted by a paid manager, and located in just such a central location as this great city of Chicago enjoys. The functions of such an organization, as I see it, should consist in attempting to unify our many separate anti-fraud efforts by providing agencies all over the country to which the victims of fraud can appeal, in educating the public to employ them, in collecting these cases on

Alone! Again!

The Journal-Post "Put Over" the NATIONAL FOOD SHOW in Kansas City

*Attendance 123,000 in 6 Days, 14,000 Greater
Than in 1924*

Read these excerpts from enthusiastic letters to the Journal-Post by officials of the Food Show:

"Last year, when the number of persons visiting the Food Show exceeded the 100,000 mark, we felt the peak had been reached and a record set that would be hard to break. However, this year's attendance was far in excess of that number and 'our hats are off' to the Kansas City Journal-Post."—J. P. Langan, Manager, National Food Shows.

"In using your publication exclusively in the display advertising which was carried, our management feels the Journal-Post reached the people of Kansas City so effectively that we are convinced you are rendering a thoroughly complete and comprehensive advertising service which is second to none on this market."—E. W. Long, Secretary, Retail Grocers' Assn.

"The attendance broke all of our previous records in this city. In fact, the results in every way were equal almost to the most successful National Food Show ever staged by our Food Show Department in larger markets where the greater population offers more potential possibilities."—H. C. Balsiger, Secretary-Manager, National Assn. Retail Grocers.

*Tell Your Story to "The Heart of America"
It Is Responsive to Advertisers in the*

KANSAS CITY JOURNAL-POST

VERREE & CONKLIN

New York

Chicago

Kansas City

Detroit

San Francisco

a national scale, and vigorously pressing for their speedy and severe prosecution all over the United States. My real mission in coming across the country to address you tonight, is more than anything else to make this specific proposal to you.

"In addition, such basic educational work regarding investments as is feasible should also be attempted. But the best and most direct service we can perform for the public is in freely spending our time, money and energy in seeing that the professional swindler is put behind the bars where he belongs. One swindler jailed is of more real benefit to the community than any amount of eloquent discourses on what somebody else ought to do about the fraud problem.

INCREASE SWINDLING PENALTIES

"The swindling evil is no easy abuse to eradicate. So long as some men are credulous and uninformed, and other men are rascals, a certain amount of swindling will probably continue to occur. But the year-in and year-out operations of the professional swindler must and can be halted. Through co-operation and organization, we can and should see to it that the punishment for frauds is made sufficiently certain and severe to fit the crime, and not suffer those who filch millions from the public through the sale of bogus securities either to escape punishment entirely or else undergo only a few months' imprisonment—which amounts to only a license fee for engaging in the business.

"After all, the swindler seeks easy money only under conditions where the risk is slight. He is not interested in pursuing a vocation whose profits are difficult to secure, and whose risks are swift and severe. An absolute elimination of financial frauds we will never see, but a vast reduction in them lies, I believe, well within our power to effect. It lies within our hands to accomplish a great work in behalf of the entire public of this country. The situation calls for action. I trust we will not

prove incapable or irresolute in the manifest public duty which lies so plainly before us."

Following Mr. Simmons, John F. Gilchrist, president of the Utilities Securities Company, Chicago, Frank F. Winans, vice-president of the National City Company, and Louis L. Emerson, Secretary of State of Illinois, spoke briefly. The resolution looking to the forming of a national organization to co-ordinate the activities aimed at securities swindlers was then adopted unanimously. James L. Martin, who will appoint the committee to study the organization problem, told PRINTERS' INK following the conference that this committee would not be named before April 1.

Organizations which through their representatives participated in the Chicago conference are the Chicago Board of Trade, New York Stock Exchange, Chicago Association of Commerce, Investment Bankers Association (Central States Group), Chicago Association of Stock Exchange Firms, Chicago & Cook County Bankers Association, Advertisers' & Investors' Protective Bureau, Illinois Chamber of Commerce, and the Chicago Stock Exchange.

Advertising Legion Post to Hold Dance

The New York Advertising Men's Post No. 209, of the American Legion, will hold its annual dance at the Waldorf-Astoria on March 26.

T. F. Flanagan, of the Chas. W. Hoyt Company, Inc., addressed the last meeting of the Post on "Putting a New Product on the New York Market." He traced the marketing of a new product from the beginning, explaining how advertising was used to get dealer distribution. About eighty members and their guests attended the meeting.

Major General Charles P. Summerall, Commander of Governor's Island, will be the speaker at the next meeting which will be held at the Hotel Martinique on March 11.

Cedar Rapids "Gazette" Incorporates

The Gazette Company, Cedar Rapids, La., publisher of the Cedar Rapids *Gazette*, has been incorporated with John F. Miller as president and treasurer; James N. Faulkes as vice-president, and Harry I. Marshall as secretary.

"Peace and Progress"

NEARLY a year ago Louisiana closed a Gubernatorial campaign. The New Orleans Item, alone among the newspapers of New Orleans and the larger papers of Louisiana, espoused the election of the Hon. Henry L. Fuqua. It fought against fanaticism and religious intolerance on the one hand and demagoguery on the other.

On the day The Item announced the election of Governor Fuqua by an overwhelming and virtually unprecedented majority, the Governor-elect wrote The Item as follows:

"Permit me to congratulate The Item on your just share in the victory that we have won."

"From the very outset of the campaign, long before it formally opened, you have sounded and continued to emphasize a note of appeal to the conscience and intelligence of the people of Louisiana that high above the din of partisanship and false issues rang true and clear, and it must be as gratifying to you as it is to me to realize that such an appeal was not in vain."

"Indeed, the result is inspiring and should encourage us to ever continue our efforts for "The Truth shall set you free!"

During the first part of the present year New Orleans went through an unprecedented Mayoralty campaign. The Hon. Martin Behrman, who along with his Ticket, emerged victorious from that campaign, was supported alone in the newspaper field by The New Orleans Item and The Morning Tribune. Following his election Mr. Behrman wrote The New Orleans Item and The Morning Tribune as follows:

"I feel that I would be recreant and withholding a tribute justly due were I not to say to you, that without the assistance rendered by the Item and Tribune, we could not have won the campaign. The tribute is the more deserved in view of the fact that your conduct as a journalist was made a direct issue in the campaign."

Governor Fuqua made "Peace" the watchword of his campaign. Mr. Behrman adopted "Progress" as the motto of his campaign.

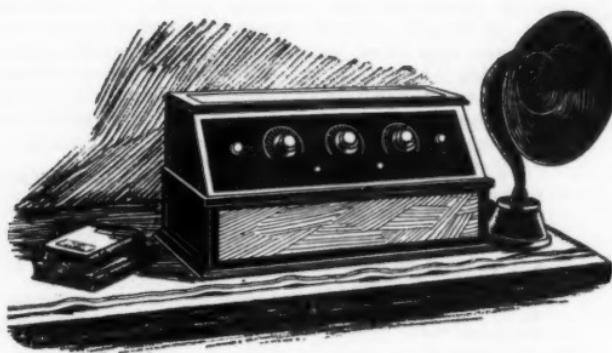
The Morning Tribune and The New Orleans Item stood in both campaigns as they have always stood—for the conditions and issues which meant the greatest good to the greatest number. It is pleasant to record that their position for peace, progress and prosperity for Louisiana has been indorsed by a majority of voters of City and State.

The Morning Tribune THE NEW ORLEANS ITEM

JAMES M. THOMSON
Publisher

A. C. NEWMYER
Associate Publisher

Mar. 5, 1925



The Farm

first in the

PHILADELPHIA

BOSTON

LOS ANGELES

NEW YORK

Over 1,200,000 Prospects

TO whom does the radio mean the most? Those of us who come from the farm know. It is the farm family.

Radio sets and accessories are going to the farms by the thousands. But whose sets are they? That's the important thing to the radio manufacturer. He needs care little about how they get there—through the city dealer or through the country dealer. Farmers buy from both.

The most economical means of securing the biggest farm sales is by advertising in *The Farm Journal*. Through it, alone, the radio manufacturer can influence the purchases of more than 1,200,000 rural people—regardless of where they buy—at a cost of less than $\frac{1}{4}$ cent per page per family.

Journal
farm field

NEW YORK

CHICAGO

SEATTLE

SAN FRANCISCO

6,000,000 Barrels of Cement Were Made in Alabama in 1924

APPROXIMATELY 6,000,000 barrels (24,000,000 sacks) of Portland Cement were made in Alabama in 1924. This places Portland Cement manufacture in fifth place among the many industries of this state.

The interdependence of cement manufacture with other Alabama industries is well illustrated by the following: More than 400,000 tons of Alabama coal were used in the manufacture of this cement. About 10,000,000 cloth sacks were in service. To make these required 10,000 bales of cotton,—another Alabama product.

Over 2,600,000 cloth sacks were lost or destroyed in shipping this Alabama-made cement. To replace them will require a strip of cloth 1,475 miles long and 30 inches wide, or 2,600 bales of cotton.

More than 700,000 pounds of explosives were required in the Alabama Portland Cement mill quarries in 1924. The manufacture of these explosives is another large Alabama industry.

(From Portland Cement Association statement.)

Net Paid Circulation In Excess of

Daily	Sunday
80,000	92,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

The Strength of Restraint in Advertising

You Don't Have to Shout Quality to Get Your Message Across

By A. H. Deute

General Sales Manager, The Borden Company

"IT does not shout for attention but is shy of it, which, as all the world knows, is the most attractive quality to be found in either women or pearls!"

And Tecla of Fifth Avenue, New York, in making the above statement in current copy, might well have said "women and pearls and advertising" instead of just "women and pearls."

Tecla most assuredly, consciously or unconsciously, had advertising in mind as well as women and pearls when this announcement was planned and written, because that one quality—restraint—which is the underlying quality which Tecla is developing is the quality which makes the Tecla announcement one of real strength.

This little study is designed not to serve as criticism of the flamboyant form of publicity. It does not attempt to find fault with circus poster copy. On the contrary, it is willing to admit the value of "publicity with the punch." But there are times and places where the brilliance and glitter of certain publicity may well be out of place. It is under such conditions and in such places that the full value of restraint in publicity becomes apparent. It is with regard to those situations that it may be of value to look into the power and strength of restraint in advertising—to understatement rather than over-statement—not with any thought of lessening the copy appeal, but with the frankly mercenary motive of making copy more powerful through the evidence of something held in reserve.

In a study of the Tecla advertisement, we realize that Tecla is taking an imitation pearl and bringing it into close proximity with the real pearl. In a quiet, re-

strained manner it is pointed out that the Tecla Pearl is in the class rather of real pearls than belonging to the family of imitations.

The copy makes this plain. But how weak by comparison would be the statement "Tecla Pearls Are the Finest and Best Imitations in the World." The very thought

A black and white advertisement for Tecla Pearls. At the top is a portrait of a woman with dark hair, wearing a necklace, looking slightly to the side. Below the portrait is a block of text. At the bottom right is the Tecla logo and some smaller text.

Advertisement Does Not Shout -
It Is Shy!

TECLA is neither bright, brilliant, or glistening about its qualities; nor is it noisy, shrill, or does not draw attention to itself. It is one of a class, as all the world knows, in the same degree, and is the most attractive quality to be found in either women or pearls. Tecla produces one and Tecla disappears.

Tecla Pearls are made from genuine Oysters.

T E C L A
The Finest Imitation
Pearl in the World.
Tecla Pearls come from
the finest oysters.

A NORMAL TONE OF VOICE IS USED HERE
INSTEAD OF A SHOUT

and expression would prove shocking to readers of the publications in which the advertisement appears.

A few years ago, The Vogan Candy Company of Portland, Oregon, designed a plain and simple box in brown and white. It was plain and simple, but a very expensive package, as confectionery packages go. It had to bring a price in excess of competitive packages.

To introduce the package, some especially choice shop windows about the city were chosen. The

windows were trimmed with a black background. In the centre appeared just one package. There was no announcement card and no tag to state the price.

The window display was a success. It sold the product.

Not a block away from one of those windows was a Woolworth store which was featuring confec-

deared it to three generations of gentlefolk."

That is a splendid statement, truthful, strong, yet very dignified and obviously with much held back that could be said. By inference it says that the fastidious reader, the gentlewoman of the present generation, understands the truth of this statement and it



A PROMPT AND HEARTY RESPONSE WAS RECEIVED FROM THE PUBLIC WHEN THIS CAR CARD APPEARED

tionery windows at the same time. Its windows were crowded with gum drops, chocolate drops, jelly beans and other popular varieties.

The Woolworth display, too, was a genuine success. It moved great quantities of popular confections. There is no real quarrel between the two types of advertising. Each has its strength.

The copy writer and display manager have resting upon them the responsibility of knowing when to use restraint in publicity and when just the opposite is advisable.

While powerful, colorful, bombastic copy has no doubt built up to its credit a long list of successes, we may well keep in mind that there is a great and a real market which finds a greater appeal in what is left unsaid than what is said.

We may well pause here to study an announcement of Colgate & Company in general mediums.

"The matchless fragrance of Cashmere Bouquet soap has en-

tered it to the reader to decide whether she is a gentlewoman and uses Cashmere Bouquet—or, as they say, "the inference is obvious."

Just as Cashmere Bouquet soap has been designed to fill the demands of certain people, so has this example of Colgate publicity been plainly designed to appeal to that group.

About a year ago, there appeared in the street cars an unassuming card of The Borden Company. Its coloring was modest. The card showed in the centre a picture of a stork and an eagle, and there was, in the eagle's grasp, a small reproduction of a package of Eagle Brand milk. The copy was confined to the words, "Partners Since 1857." That was all.

And yet from all the long list of Borden advertisements which have gone out during the years, this one modest announcement reached into the consciousness of the great mass of people, and not only was the response prompt and hearty from the buying public, but



PHYSICAL CULTURE'S
ADVERTISERS
One of a Series

America's Most Famous Dessert

It is not surprising that Jello, "America's Most Famous Dessert," should be advertised in PHYSICAL CULTURE, for Jello is a real health food, particularly rich in lysine, a most important form of protein, especially valuable in promoting the growth of children.

Look for the Jello ad on the second cover of

PHYSICAL CULTURE for March and notice how many other leading food products are advertised in the same issue.

Nearly two million members of three hundred and fifty thousand American families depend on the editorial and advertising columns of PHYSICAL CULTURE for advice on what to eat.

Physical Culture

"To Build a Stronger Nation"

W. C. W. DURAND, Advertising Director

1926 Broadway

New York

there came a great stream of favorable comment from people in all walks of life and many classes of business.

People all over the country seemed to appreciate the fact that The Borden Company knew that the public knew that Eagle Brand milk was worth while. Great numbers of people were anxious to tell Borden's that such was the case.

In the January issue of a woman's publication there is a pleasing full-page announcement of Wesson's Oil. It contains an interesting illustration and in the lower left hand corner, one reads: "One spoonful of vinegar or lemon juice. Salt and pepper to taste. Three spoonfuls of Wesson Oil."

There is no great shout to the effect that Wesson's is the greatest and finest and best and cheapest oil in the world.

On the contrary, it rather advocates the use of French Dressing and discusses it intelligently and intimately and in a friendly fashion. As one glances through the magazines, the announcement catches the eye and the comments on French Dressing are brief and convincing. Then one notes the recipe and can only feel pleased over the fact that the people who make Wesson Oil feel that we are sufficiently intelligent not to have to be told by them that they look upon Wesson Oil as the finest in the world. On the contrary, they tell us how to make a good French Dressing. They give an approved recipe. That is enough. No need to paint the lily.

Reading over this Wesson announcement, I recall an incident which took place on the golf course at Weston. A notoriously poor player myself, I asked my friend, George William Bentley of Boston, a very good golfer, by the way, what was wrong with my game. Mr. Bentley explained that all I could do was hit the ball hard. He pointed out that there are many times in golf, as in business, when just hitting hard is not enough. Restraint is a splendid asset to possess in golf. It is

equally true in advertising. Just as the nimble little ball responds to the proper restraint at the proper time, so does the nimble-minded buyer of a certain type respond to what is unsaid, probably more readily than to what is shouted.

One cannot pass a Black, Starr & Frost announcement without noting the simple black background and the lone ring. Down below there is the simple legend: "The Marquise..... a graceful form of diamond cutting peculiarly adapted for a ring." Anything more would have ruined the entire effect.

HOW POSTUM DOES IT

In conclusion let us note a Postum Cereal Company's recent advertisement.

It is strong and dignified in type selection. One might question whether the great mass of copy will be read, but if we put ourselves in the place of the average reader we realize that he is interested in being healthy. We must realize that a thousand people are interested in being well to the one person who is interested in Postum, for its own sake.

And so we read along and gradually we find ourselves realizing that Postum is one of the things which go to help in this business of being well.

There is no attack on coffee. There is no dynamic and vitriolic fault to find with the poor mortal who enjoys coffee. Nobody can resent this Postum announcement. Even the most enthusiastic coffee exponent is disarmed. There is nothing for him to fly into a rage over. In fact, there is hardly anything in the announcement with which anybody can disagree. Outside of the man who sells coffee and who would hardly be expected to fill out the coupon, who would undertake to get into a fault-finding attitude? On the contrary, the easy thing to do, after reading this New Year's Resolution is to go along with the crowd.

And that brings us to this: I heard two men in the subway talking over the pages of a magazine. They were glancing through

Making It Easy

Booklets and catalogs are meant to be read, but few of them are so planned that they may be *easily* read and *easily* understood.

The tired business man, the busy housewife, the harassed buyer—none of them have the patience to wade through page after page of cold type, just to convince themselves that they need what the seller wishes them to buy.

Here is a real problem, and we think that we have worked out a way to meet it.

If you send out booklets or catalogs in sizable editions, write or phone us for details.

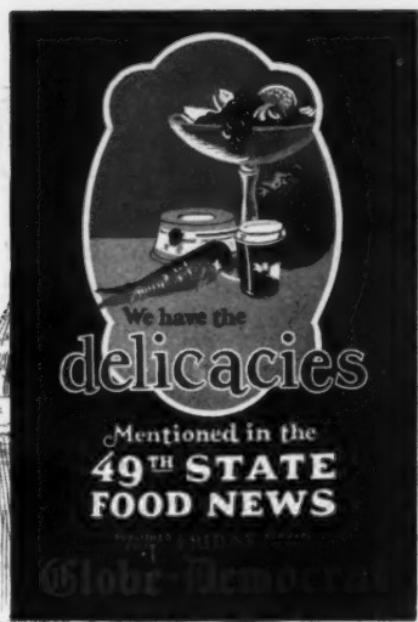
Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Mar. 5, 1925

Mo



If you sell ~ ~ ~ Here we

INTO the stores which sell your brands in St. Louis come women shoppers every day . . . with something like this:

"Have you the delicacies mentioned in The 49th State Food News?"

. . . We're helping those stores sell more food—yours included. We've given them these handsome posters finished in oil-paint—8 colors.

These Posters mark the live

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Globe

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St. Louis *Globe*

The Largest Da th

F. St. J. Richards - - New York
Guy S. Osborn - - - - Chicago
J. R. Sciaro - - - - Detroit



Good things to eat, Here way to sell more

your
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live.

alert retailers. . . . So do the advertisements in the columns of The Globe-Democrat.

And *your* advertising sends buyers to these worthy stores—where the posters proclaim good things to eat.

There's a revelation for Food Advertisers in our new portfolio, "The Globe-Democrat Plan of Securing Window Displays for Advertised Products." Shows what real newspaper influence is. . . . Yours for the asking.

**49th State
FOOD NEWS**
A Friday Feature
of the
Globe-Democrat
with an all-week
influence

Democrat

Do the 49th State

C. Geo. Krogness - San Francisco
Dorland Agency, Ltd. - - London

and saying: "Oh, that's just an ad." And one of them said to the other: "I wonder if the man who wrote that was figuring on anybody else reading it or was he doing it just for his own amusement and for himself to admire?"

How many of us, when we prepare a page of copy, have our audience in mind? What would the average prospective buyer say and do were we to dash madly up and shout: "This is the finest thing in the world—order right now—put your name here!"

How much more can we gain, especially when we have something to sell to a group of more than ordinary intelligence, by holding back something, by paying the prospective buyer the compliment of assuming that he has judgment of his own, by exercising restraint and making use and taking full advantage of that strength which comes through being able to hold something in reserve.

New Accounts for Halifax Agency

The Sussex Beverage Company, Sussex, N. B., plans to conduct a newspaper campaign starting early in March. This advertising will be directed by the Wallace Advertising Agency, Halifax.

The Inverness Coal Company, Inverness, N. S., has also placed its account with this agency. A campaign is being conducted in Halifax newspapers and will be extended to other cities later.

N. F. Carroll Joins Newark Agency

Norman F. Carroll, for the last three years assistant advertising manager of Hahne & Company, Newark, N. J., has joined The John G. Kruger Advertising Agency, Newark, N. J. He was formerly with the Wm. H. Rankin Company.

N. C. Tompkins Joins Hertz-Hadley

N. Clyde Tompkins, recently advertising manager of the Creamery Package Manufacturing Company, Chicago, has joined the staff of Hertz-Hadley, advertising agency, also of Chicago.

Joins Traub Manufacturing Company

Roy T. Abramson has been appointed advertising manager of the Traub Manufacturing Company, Detroit, Traub wedding rings.

New York Agency Council Meets

"Diminishing Returns in the Use of First Choice Media" was the topic of discussion at a meeting last week of the New York Council of the American Association of Advertising Agencies. It is the general plan at these meetings to assign to a member a subject for discussion upon which he speaks for fifteen minutes. The subject is then open for general discussion. At the meeting last week J. D. Adams, of The Corman Company, led the discussion. Stewart L. Mims, of the J. Walter Thompson Company, presided.

New Business Paper for Dress Goods Field

Clifford & Lawton, publishers of *The Upholsterer and Interior Decorator* and *The American Silk Journal*, will commence publication early in March of a new business paper directed to the dress goods field. It will be called *Silk and Dress Goods Buyer*. The page size will be 8½ inches by 11½ inches. W. O. Hall is advertising manager and H. W. Smith, managing editor. H. M. Waters will be the New England representative and H. B. Street, Philadelphia representative.

Death of H. Samson Clark

H. Samson Clark, secretary of the Thirty Club, London, died recently at Mombasa, South Africa, from a fever attack. Mr. Clark, who was prominently identified with British advertising activities, was a member of the delegation which the Thirty Club sent to Atlantic City in 1923 to invite the Associated Advertising Clubs of the World to hold its 1924 convention in London. He was head of H. Samson Clark & Company, London advertising service. He also was examiner of advertising in the Royal Society of Arts.

Heads Texas Publishers' Association

F. G. Huntress of the San Antonio *Express* was elected president of the Texas Newspaper Publishers' Association at a recent meeting, which was held at San Antonio. W. C. Mayborn, Fort Worth *Press* was elected vice-president; A. E. Clarkson, Houston *Post-Dispatch*, was made secretary and treasurer, and G. J. Palmer, Houston *Chronicle*, was re-elected commissioner.

Chemical Publications to Be Merged

The Trades Reporting Bureau, Inc., New York, publisher of the *Chemical, Color and Oil Record*, has bought *Chemical Age* from the McCready Publishing Company, also of New York. Both publications will be consolidated, beginning with the issue of March 23, under their combined names.

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They have become the Paper Buying Guide of the Nation

**Send for
your copy
of the chart!**



SAMPLE PORTFOLIO of EAGLE-A BOND PAPERS



EAGLE-A^B

*--They have become
the Paper Buying Guide
of the nation.*

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AMERICAN WRITING PAPER COMPANY

*Makers of Eagle-A Bonds, Linens, Ledgers,
Covers, Book Papers and Announcements
Holyoke, Massachusetts*



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A set of twelve handbooks treating upon various phases of Direct Mail Advertising in relation to business problems. The material, representing a wealth of experience, constitutes a worthwhile reading course not only for workers in advertising but for those who supervise advertising work. The American Writing Paper Co., Holyoke, Mass. will gladly supply this set of informative and instructive handbooks without cost or obligation to those who ask for it.

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When Salesmen Sell to Women

An Understanding of the Feminine Viewpoint Is Highly Important

By W. R. Heath

"IT is far more difficult to build a sales organization which must deal exclusively with women, than where salesmen come in contact with men alone. Tact? Tons of it are necessary. A salesman must be a master diplomat."

This statement was made by a sales manager whose product goes into the smaller art, novelty and gift shops. He has thirty salesmen on the road.

"I read a great deal," he continued, "about salesmen who encounter the usual problems, but what of the organization which is called upon to sell almost exclusively to women? In one New England city not long ago, I found there were forty stores operated and owned by women. If a salesman wanted to sell a bill of goods, he was compelled to deal with a woman.

"It was a genuine surprise to me, during a protracted and country-wide trip, to discover that these women-operated establishments are considerably more in evidence than they ever were in the past. Their business bulks large.

"We have a line of art yarns and our experience with salesmen is interesting. At first, it was the general impression that women could sell best to women. We found, however, that it was practically impossible to secure a sufficient number of women who could stand the steady drag of the road. Moreover, they did not get along satisfactorily with their prospects.

"We have certain rules born of experience, which govern the conduct of our men operating in these fields. Each new salesman is asked to observe these rules, for we have found that any departure from them is bound to result in trouble. The rules read as follows:

"Scrupulous neatness as to personal dress. Women notice such

things first. They will not forgive the careless dresser, the suggestion of soiled linen, the need of a shave.

"Allow the woman to do the talking. They like to talk and the salesman who allows them to have the centre of the stage during any talk fest gets along best with women. It isn't necessary to be a human clam, and it isn't necessary to curtail what you should say regarding your product, but be a good listener.

"Display constant and genuine interest in the business success of the shop and its proprietor. Concern yourself with her problems, her difficulties.

"Frankly admit the growing and popular trend in the direction of women-operated institutions. Keep alive to the big things which women are doing in a commercial and industrial sense and pay tribute to such known facts. If, as is true, a woman occupies one of the most important positions in the financial centre of New York today, find occasion to comment upon it in a flattering manner.

"Never get into an argument with a woman customer, despite the fact that they will apparently invite it.

"Carefully avoid going into details of transactions with other customers. Women are afraid of a 'he gossip' although they will invariably do everything in their power to draw you out.

"One of our men seemed to have extraordinary success in his dealings with women prospects and customers, and we asked him, at a dinner given to the salesmen, to divulge these secrets.

"His reply was as follows:
"I recall that when I first went out on the road, I thought I could handle women customers just about as I could men. Why should there be any difference? Gradually, I came to see that if

I was to get along at all, I must develop an entirely new method of selling. There was nothing whatever in common between the two.

"At that time, I was representing a house which sold art novelties for gift shops, and it would surprise you to know what a large field it is. It was by no means uncommon for me to find a dozen little shops of this character in a very small community, and almost invariably, they were presided over by women. They were keen, alert, sharp, shrewd women. Every penny counts with these women, as a rule. They cannot afford to make a mistake.

"Then I came to see what was necessary. Women, in positions of this kind, are always on the defensive. When a man comes into their shops to sell them anything, they feel that a fight is scheduled. My first move was to overcome this natural suspicion. I made them realize that I was there to sell a certain line of goods and, because women were doing the buying that did not influence me, one way or the other. I asked a question concerning the store. I wanted to know the circumstances connected with it; how it happened to come about, and what had been its problems.

"Sympathy has accomplished more for me in selling to women than any other one factor. I believe I can truthfully say that this has been the keynote. I have found out just what led to the opening of a shop and the human suffering which has been part of it, and then I have been extremely sincere in my expression of constructive sympathy.

"If the salesman will be just a little tolerant, just a little patient, he can get along all right. The trouble with most salesmen in this field is that they begin by making the woman feel as if she were a perfect ignoramus. They begin to tell her how to run her own business. They assume too much.

"The summing up is simple enough: any success which has come my way, in my dealings with women prospects and customers, may be attributed to a most sincere desire to help them. The very

moment they see you as a friend, as someone eager to help, you win their confidence. And confidence begets sales!"

A CANDY SALESMAN'S METHODS

The salesman for a candy manufacturing house has assured the writer that although his dealings are to a very large extent with women who operate small confectionery shops and bakeries, he has experienced no difficulties, due wholly to using the principles mentioned above.

"Men are too apt to patronize women," he says. "They go in to see a woman prospect as if she were someone to be pitied and instructed. They want to tell her how to run her own business, and this is a mistake which is never condoned nor forgotten.

"I treat the women I meet, in a business way, as my equals. I assume they know as much as I do, and I allow them to recognize the fact. Indeed, it was a woman who revolutionized our line and I like to tell this story. We had been putting out seven different grades of boxed candy for a number of years, and while it was good candy, it did not seem to get anywhere, largely because our board of directors could not be made to see the wisdom of a national advertising campaign.

"I went in to see a little woman in Philadelphia who had been operating a string of five local candy shops for many years. She seemed to know all about us and before I left her office, I was armed with information and suggestions of sufficient importance to make me turn about and go right back to the plant.

"She thought we should concentrate on specialties for children in special containers, highly illuminated and illustrated. She had studied our products and knew what our facilities were. One of her suggestions was for a small five-cent special. We gradually accepted these ideas of hers and now make more on our 'kid' specials than on our high-grade standards.

"No salesman can ever succeed in dealing with women, who

25 Color Pages Already Sold For 1925



Select your date now for a full newspaper size

COLOR PAGE

and give a tremendously added

PUNCH

to your black and white advertising in

CHICAGO



For rates, open color dates and merchandising
information write or wire

American Home Journal

Weekly Magazine of the

Chicago Evening American

W. M. NEWMAN, Manager
1007 Hearst Bldg., Chicago

Eastern Office: 2 Columbus Circle, New York City

underestimates their ability and who is inclined to play down to them. Sympathy and tact and a spirit of fairness appear to be the dominating requisites of the salesman who must deal largely with women."

Of course, these observations do not hold, or at least they are not entirely applicable, to the women buyers of department stores, to the women who are owners of large retail chains, and so on. But they are entirely accurate in so far as the woman who owns a small shop of one type or another is concerned. Salesmen calling on the latter class of trade will find the rules mentioned previously of considerable assistance in their daily work.

Beverage Account with Bloomingdale-Weiler

The Edward Schmidt Company, Philadelphia, has placed its advertising account with the Bloomingdale-Weiler Advertising Agency, also of Philadelphia. An advertising campaign is planned on Puritan beverage, using newspapers and outdoor advertising in Pennsylvania, Maryland, New Jersey, Delaware and Virginia. Foreign language newspapers also will be used.

W. Y. Chester with Partlowe Plan

Whipple Y. Chester, who has been engaged with several Colorado and Oklahoma newspapers as advertising manager, has joined The Partlowe Plan, Indianapolis, as director of field service.

"The Saskatchewan Farmer" to Be Published Semi-monthly

The Saskatchewan Farmer, published monthly at Regina, Canada, by the Saskatchewan Farmer Limited, has been changed to a semi-monthly, and is issued on the first and fifteenth of each month.

H. A. Waterbury Joins Vanderhoof Agency

H. A. Waterbury, formerly with Collins-Kirk, Inc., Chicago advertising agency, has joined Vanderhoof & Company, Chicago advertising agency, as an account executive.

C. S. Hemingway to Represent "Judge"

C. Stuart Hemingway, who has represented *Life* in the New York City territory for the last two years, has resigned to represent *Judge* for E. R. Crowe & Co., Inc., New York.

Contest to Judge Advertising of Public Utilities

Members of the National Electric Light Association will participate in a contest which is to be conducted to determine which company has carried on the most constructive public relations campaign in a local territory during the last year. The contest will be conducted by *Forbes*, New York, which will award three prizes for the best data and exhibits submitted. The awards will be made at the association's convention which is to be held at San Francisco, on June 15.

The three prize-winning exhibits will be taken to San Francisco. Each company is to submit the following data: Plan of campaign and how conducted; exhibits of all types of advertising and literature used; record of achievement as indicated by customer-ownership results, increased use of appliances, increased sales of light and power, and data indicating growth of good-will.

The following judges have been appointed: Bruce Barton, Thomas F. Logan, M. C. Robbins, P. L. Thomson, B. C. Forbes, Louis Wiley, and Roy Dickinson.

Advanced by General Motors

A. R. Glancy, assistant general manager of the Oakland division of the General Motors organization, has been appointed general manager of that division.

I. J. Reuter, general manager of the Remy Electric division, has been appointed general manager of the Olds Motor division.

C. E. Wilson, assistant general manager of the Remy Electric division, succeeds Mr. Reuter as head of that division.

Magazine Campaign for Sure-Fit Caps

A national magazine campaign on Sure-Fit caps will be conducted by Fine & Levy, Inc., New York, the trade is informed in business-paper advertising of that company. The product is a cap which is adjustable to all sizes, a factor, the company tells dealers, which will eliminate lost sales, left-overs and large stock-carrying.

Represents "International Grocer"

Loyd Chappell has been appointed Pacific Coast representative at San Francisco, of the *International Grocer*, Chicago.

To Leave Art Metal Company

Frank G. Richl, general manager of the Art Metal Construction Company, Jamestown, N. Y., manufacturer of metal furniture, has resigned, effective April 1. He will continue as vice-president and a director.

The DONNELLEY METHOD of Compiling Automobile Owner Lists

**Most
Accurate**

**Most
Rapid**

**Most
Economical**

An authentic Automobile Owner List is, unquestionably, the most profitable of any general list and the surest of high percentage return to the Advertiser. To minimize such inaccuracies as [1] Duplications, [2] Misspelled names, [3] Incorrect addresses, [4] Removals, [5] Deceased, [6] Unknown, "THE DONNELLEY METHOD" was devised. It is a combined and synchronized system of listing, checking, revising, addressing and mailing. It is the result of many years' experience in the compiling of lists and statistics. By reason of its simplicity, it provides the most economical and quickest means of reaching large numbers of prospective purchasers—people of buying power.

**The Reuben H. Donnelley Corporation
NEVADA, IOWA**

Specializing on Automobile Owner
Lists and Automotive
Statistics

Just tear off and hand to
your Secretary as a re-
minder to write —

NOTE:

Please write the Reuben H.
Donnelley Corporation, Nevada,
Iowa, for a FREE copy of their
latest Catalogue of Automobile,
Truck and Motorcycle owners.

J. M. LANSINGER, Publisher

H. W. SWANSON, Editor

College Humor

(Title Registered in U. S. Patent Office and in Canada.)

THE BEST COMEDY IN AMERICA

VOL. V

APRIL, 1925

No. 2

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And a glittering anthology of Burlesques, Pictures, Sketches, Poems, Jokes and Epigrams—the Cream of College Wit



This Month Begins

the first of a rollicking series, *Kid Chesterfield's Letters to His Dad*, by WALLACE IRWIN.

From his tempestuous undergraduate days at Stanford he obtained the material for *The Letters of a Japanese Schoolboy*; Kid Chesterfield is a worthy successor to Togo. Those who have enjoyed his more serious fiction, *Last Tyke's Wife* and *The Golden Bed*, will welcome *Are All Fathers Alike?*, in our May issue.

FRANK R. ADAMS has a delightful story of the stage in our May issue. It is called *Knees and Ankles*, and the plot is as light as thistledown.

Published monthly by the Collegiate World Publishing Company, at 110 West Chicago Avenue, Chicago, Ill. J. M. Lansinger, President and Treasurer; H. W. Swanson, Vice-President; H. R. Swanson, Secretary. The contents of this magazine are fully protected by copyright and nothing that appears in it may be reproduced in whole or in part without the written consent of the publisher. Postage paid at Chicago, Illinois, and at additional points throughout the United States. Subscriptions by the year, \$3.00. Single copy, 25c. Canadian postage, 50c per year. Foreign postage, \$1.00 per year. All subscriptions payable in advance. Second class mail at post office at Chicago, Illinois, under Act of March 3, 1879. Printed in U. S. A. Copyright, 1925, by the Collegiate World Publishing Company. Entered as second class matter at post office at Chicago, Illinois, under Act of March 3, 1879. Postmaster: H. F. Pray, Advertising Director, 110 South Michigan Avenue, Chicago. Branch advertising offices: New York, Chicago, W. Stearns, Publishing Manager; Los Angeles (beginning March 1st). Advertising rates on application.

Your copy of April
College Humor

(This Registered in U. S. Patent Office and in Canada.)
THE BEST COMEDY IN AMERICA

is awaiting mailing instructions

THE 'COUP'



B. F. Provandie, Advertising Director
College Humor
310 So. Michigan Ave.
Chicago, Ill.

I want to know more about the magazine
that over 300,000 people are buying at the
newsstands at thirty-five cents a copy every
month, also why there is so much talk about
College Humor among advertising men.

Please send the April copy to my home
address so that I can study it at my leisure.

Name _____

Street _____

City _____

State _____

Business Connection _____

March

True Story

has a larger advertising revenue than any other issue in the history of the magazine; and, as usual, the largest news-stand sale in all the world!

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More Simplification—More Advertising

Many Manufacturers Who Have Adopted Simplification Programs Are All Set to Advertise

*Washington Bureau
of Printers' Ink*

THE stimulation of advertising is one of the most important benefits of the national movement for industrial simplification and standardization. There is no doubt, judging from the record of 1924, that advertising, applied after a line of products has been simplified, proves itself to be an invaluable economic factor in the elimination of waste in merchandising.

The fact that the stimulation of advertising and the opportunities for further development are logical results of simplification was emphasized recently by Ray M. Hudson, chief of the Division of Simplified Practice of the Department of Commerce. Mr. Hudson explained that during 1921 and 1922 the efforts of his division were confined almost entirely to promoting the idea of simplification among manufacturers, and that since 1922 the effects of the movement have been noted in all of the channels of distribution.

"During the first six months of 1923," he continued, "the number of industrial groups and industries to accept the co-operation of the division and adopt programs of simplification increased from about twenty-three to more than sixty. By January, 1924, the number had reached 110, and now it has grown to a total of 250.

"This progress plainly indicates the rate at which the benefits of simplification were actually demonstrated. It also indicates the acceptance of simplification programs, first by manufacturers, then by distributors, dealers and the public. Last year, the development began to reach its final stage. A number of manufacturers and several industries considered it advisable to lay the facts

of simplification before the public. It is because this stage has been reached that there is such a marked increase in advertising for which the simplification movement can be credited.

"It is not surprising that sales managers and salesmen have generally opposed the simplification of their lines until they were brought to realize, through actual demonstration, that the concentration of selling effort on fewer items would result in more and better sales. They could not be expected to discard immediately their faith in wide varieties and large numbers of items for the sake of competitive advantage. In every instance reported to us, however, where a simplified practice program has been adopted and properly advertised to the trade, the sales organizations have been prompt in co-operating, and the results have been satisfactory."

In support of this statement, Mr. Hudson referred to a file of reports received last year from several hundred manufacturers who have adopted simplification programs. One of these reports, which is fairly typical of all, received from a manufacturer of children's clothing, related the experiences of two years in manufacturing and selling a simplified line.

"When we notified our salesmen," it stated, "that we were about to reduce materially the number of items in our line, they rose up in arms." The objection of the sales force was strenuous and persistent; but they soon found that when a customer demanded a discarded item they were able to show him that his sales on it were so slight it did not pay him to carry it in stock. This concern also reported that it had increased its advertising on

its most popular items, and that within two years it had increased its volume of sales more than 25 per cent.

Manufacturers in many other lines reported similar experiences, and without exception they found simplification beneficial to sales. In the majority of instances, the reports mentioned either a beginning in advertising or an increase of expenditures for that purpose. Mr. Hudson checked up a list of the industrial groups which adopted simplification practices during 1924, and noted those which showed increased advertising activity.

Structural slate for both plumbing and sanitary purposes was studied during the early part of the year, and the industry adopted a simplification program which reduced the number of items more than 80 per cent. As a result, slate for sanitary purposes was more actively advertised in the trade press last year than ever before.

The lumber industry adopted standard grades and sizes for soft wood lumber, and several individual manufacturers either inaugurated advertising campaigns or increased their appropriations.

There was also an appreciable increase in the advertising of building hardware, after the industry decreased 7,000 catalogued items 26 per cent and the number of recognized finishes by 71 per cent.

The check up also showed an increase in the advertising of brass lavatory and sink traps, hot water storage tanks, steel reinforcing bars, loaded shells, sheet steel, concrete building units and several other products. These industries all adopted simplification practices during the last year. In addition, several other industries which adopted programs in previous years reported an awakened interest in advertising.

Probably the greatest increase in advertising was shown by the trade papers, and from them Mr. Hudson has collected many interesting specimens. The Bunting Brass and Bronze Company pub-

lished a series of advertisements during the year which is typical of the most effective dealer educational work in the field. One of the series explained the company's plan of stocking those bushings which are in constant demand, and presented this result of its simplification program:

The radical price reduction (effective December 1, 1923) on Bunting "Ready Made" Bushing Bearings puts at the disposal of the machinery builder and repairer 268 different sizes of completely machined and finished phosphor bronze bushing bearings at figures far below any other price that we know of quoted on bushings constantly carried in stock, ready for instant delivery.

Another typical campaign is that of the Chesapeake Iron Works. One of the advertisements reads: "Standardization means better production for us, and for you it means sturdier construction, more rugged and a minimum of wearing parts, and through standardization we manufacture and carry in stock large quantities of finished cranes and parts, which facilitates quick shipment."

In dealer education work, the manufacturers of shotgun shells appear to be leading. Three or four concerns published effective campaigns on simplification last year, and they are keeping it up. From one of the leading hardware papers, Mr. Hudson had clipped three page advertisements featuring Remington, Peters and U. S. ammunition. One was headed: "Make Money on Shotgun Shells. Simplify and concentrate your line." Another was entitled: "Cleaning House in the Shot-shell Business." The third was captioned: "Simplify Your Stock, Satisfy Your Customers. This complete line for 1925 enables you to do both." All these advertisers placed before dealers the advantages of the simplification of shotgun ammunition.

As still another effect of the stimulating power of the movement, Mr. Hudson said that the manufacturers of steel reinforcing bars were not organized until they found it necessary to get together for the purpose of simplifying



This is the *Twentieth* Century

DISTRIBUTION is the great problem of the twentieth century just as production was in the nineteenth. How to sell—that is the question uppermost in the minds of most industrial leaders today. And in their search for information and guidance on this subject, executives in all branches of the metalworking industries turn naturally to *Iron Trade Review*. It is the one publication which meets *all* their needs. Week by week *Iron Trade Review* analyzes the problems of industrial selling giving real information of practical business value, so attractively presented that it cannot be passed over. This is merely one of many features and market reports in this great industrial publication. The result is reader interest of the kind which creates complete confidence in the advertisers' announcements and has secured for *Iron Trade Review* a permanent distribution throughout the length and depth of all America's great metalworking industries.

**INDISPENSABLE
TO INDUSTRY**

A PENTON PUBLICATION
CLEVELAND



MEMBER
A.B.C. & A.B.P.

Mar. 5, 1925

In the Course of the Day

From early morning till late at night there's a steady demand for Rhode Island's representative newspapers

The Providence Journal and The Evening Bulletin

These newspapers have built through rigid supervision of advertising columns as well as the high character of editorial and news pages, a reader confidence and influence that make them valuable mediums for manufacturers who seek good company and a friendly welcome in this prosperous Rhode Island market.

Circulation	Flat Rate
101,000	23 cents
Net Paid	a line

Providence Journal Company
Providence, R. I.

Representatives

Chas. H. Eddy Company
Boston New York Chicago

R. J. Bidwell Company
San Francisco Los Angeles

their products. Now they have founded an association and are planning a trade extension campaign. He also said that the manufacturers of sheet steel had formed a sales promotion and trade extension association, as a direct result of simplification, and had employed one of the men from the department's organization.

While the increased advertising is more noticeable in the trade papers, the general periodicals as well as the newspapers reflect the impetus given advertising last year by the growth of simplification. In addition to heavy advertising in the trade press, the National Paving Brick Manufacturers' Association is sponsoring a campaign of full pages in general mediums. This campaign was started last year and will continue for some months to come. It is a direct result of the simplification program which has had the effect of reducing the variations of paving brick from sixty-six to five.

In the advertising of paints, lumber, fences, paper, shoes, hats, tools and other products, the general periodicals indicate an increase in advertising due to simplification that is significant.

Throughout his discussion, Mr. Hudson made it plain that his division had not kept any accurate record of the increase in either the number of advertisers or the volume of advertising. He explained, though, that every member of his organization has been deeply interested in the advertising of simplified lines, in the expectation of the increase which was noticed last year, and continued:

"The simplification of any line of products depends largely on the preferences of the ultimate user or consumer. Hence, a simplified line is more easily sold in increasing volume when the reasons for its selection by the public are emphasized by advertising.

"Ever since the deflation period following the World War, the tendency of the average dealer has been to buy in smaller quanti-

ties. Increasing rents and higher costs have put a premium on shelf, display and store space for the dealer. He is looking for fewer and better selling items, and our records of reports from manufacturers show that the dealer is undoubtedly giving preference to simplified lines, especially when the lines are advertised to both the trade and the public.

"For these reasons, the thousands of manufacturers who comprise the groups and industries that have adopted simplified practices are particularly interested, just now, in means of making known the advantages of their programs. Many of them have never advertised, while the advertising of many others has been extremely limited.

NEW ADVERTISING PROSPECTS

"The average manufacturer who has just set in motion a program of simplification is a likely prospect for a sound advertising proposition. It is decidedly and obviously to his advantage to advise the dealer of his change of policy. He has decided to reduce his line by eliminating slow selling items, and to concentrate his manufacturing and selling effort on those items which have been demonstrated to be the most popular. He should realize that the success of the program depends on his maintaining and increasing the popularity of the simplified line.

"Furthermore, he has every reason to believe that he will save a worth-while sum of money during the months just ahead of him, a saving that will enable him to expand his selling effort and reduce his prices. Simplification, in many instances, both encourages and demands expansion of distribution and more intensive dealer co-operation, and in the accomplishment of these things a fair test of advertising should prove to the manufacturer, whether he has ever experimented in the field or not, that advertising is an economic force.

"So far, I believe, advertisers

have overlooked the attractiveness of simplification for retailers in many lines of business. In at least one industry, the organized retail dealers have demanded a greater degree of simplification of commodities than the manufacturers were willing to grant. Undoubtedly, the prevalent hand-to-mouth buying on the part of many retailers is, in part, a protest against slow-selling merchandise arising from a too great variety of styles, sizes and the like. The truth of the matter is that the public's judgment as to what it wants is better than the dealer's, and simplification is merely a reaction to the public's judgment.

"From our casual study and comparisons of the advertising pages of the trade and general publications, we have not the slightest doubt that simplification stimulated advertising last year. The movement had reached the stage where advertising was an advantage to the merchandising of certain simplified lines, and more and more lines are falling within that classification continually as the movement progresses.

"The condition offers innumerable opportunities to those who know how to apply advertising to the manufacturer's problems in a manner that will assure him more economical distribution. It is my belief that hundreds of manufacturers who have adopted simplified practices are willing and waiting to advertise, or to increase their advertising effort, when they are shown the way."

L. H. Clarey Joins George Eastman Theatre Staff

Louis H. Clarey, for the last three years with the advertising department of *The American Magazine*, has joined the Eastman Theatre and School of Music, Rochester, N. Y. He will be actively associated in the direction of the theatre which is devoted to music and motion pictures.

Joins Hartwig Advertising Company

H. V. Stirlminger has joined the organization of the Hartwig Advertising Company, Inc., St. Louis, Mo., as an account executive.

Is "Billiard Rooms" the Answer?

NATIONAL BILLIARD ASSOCIATION OF
AMERICA
CHICAGO, ILL.

Editor of PRINTERS' INK:

We have received quite a few letters criticizing the Chester E. Haring article printed in your January 29 issue as misrepresenting the gentlemen's game of billiards, referring to the games being played in "pool rooms." There is quite a difference, as you will note in the enclosure, "Billiard Rooms vs. Pool Halls."

If you will kindly mail a copy to Mr. Haring, you will confer a favor on our Association, that now has over 400,000 members.

NATIONAL BILLIARD ASSOCIATION OF
AMERICA
W. V. THOMPSON,
Secretary.

WE stand corrected, Mr. Thompson. So does Mr. Haring. Hereafter we will try to remember that the terms "Billiard Rooms" and "Pool Halls" are not synonymous. But what should we call the places where both pool and billiards are played?—[Ed. PRINTERS' INK.]

Woman's Institute Starts Fashion Quarterly

Fashion Service is the name of a new publication which has been started by the Woman's Institute of Domestic Arts and Sciences, Scranton, Pa. It will present seasonal fashion designs with complete instructions for making. The new publication, which will be issued quarterly, has been developed from a semi-annual fashion book which has been published since 1920 for students of the Institute's courses in dressmaking, designing and millinery.

The first number is a spring issue which appeared on February 10. A summer issue will come out in May, a fall issue in September and a winter number will appear in November.

The officers of the Institute are: President, Ralph E. Weeks; vice-presidents, G. Lynn Sumner, George Brooks and Mary Brooks Picken; secretary, William G. Cottle, and treasurer, E. H. Beavers.

Gillian Account for Sweeney & James

The Gillian Manufacturing Company, Canton, Ohio, maker of roller bearings, has appointed The Sweeney & James Company, Cleveland advertising agency, to direct its advertising account.

A. E. Janelli Dead

A. E. Janelli, founder of the Janelli Advertising Agency, Dallas, Tex., died recently.



A Fertile Market

Any serious survey of Washington reveals its possibilities as a prolific market.

At the same time, the fact is emphasized that it must be directly cultivated.

Washington is an unique community within itself. A center, not a tributary; a starting point, not a way station—and the key which opens wide the door of opportunity is Evening and Sunday Star publicity.

The more you know about the Washington market—and The Star—the more impressed you'll become with the importance of the former and the ease with which it can be effectively covered by the latter.

Our Statistical Department is at your service.

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

SUCCESSFUL



Ten Years Without a Skip

When 132 leading advertisers use Successful Farming each year for 10 years without a break, it suggests the wisdom of likewise making Successful Farming the backbone of your campaign to the farm field.

The list is too long to publish here, but we will gladly send you a copy on request. These 132 ten-year advertisers in Successful Farming include leaders in almost every line. There are many others who have been with us constantly for five years or more and still others who are using Successful Farming who have been out only a year or two in the last decade.

Year after year we publish most of the best advertising directed to the farm field because Successful Farming is national in scope, yet its circulation is heavily concentrated in the prosperous "Heart States" of the middle west.

"There's a difference in farm papers."

THE MEREDITH

E. T. MEREDITH Des M
SUCCESSFUL FARMING • BETTER HOMES GARDENING

Chicago Office: J. C. BILLINGSLEA 123 W. Madison St.	New York Office: A. H. BILLINGSLEA 270 Madison Ave.	St. Louis Office: A. D. MCKINNEY Syndicate Trust Bldg.	Kansas City Office: O. G. R. R. Land Palace
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FARMING



*More than 850,000
copies monthly to
real farms in real
farm territory.*

Bureau of Market Analysis
gladly furnish definite data
on your farm market possibilities
—not canned statistics, but
information prepared individ-
ually for you.

The circulation of Successful
Farming closely parallels "The
building line"—where farmers
are building they are ob-
viously prosperous, offering a
wonderful market.

PUBLICATIONS

DITH Des Moines, Iowa
TER H GARDENS

• THE DAIRY FARMER

Kans Minneapolis Office:
O. C. R. R. RING
Land Palace Bldg.

Western Office:

C. W. WRIGHT

Sharon Bldg., San Francisco

F. O. BOHEN

Advertising Director

The Meredith Publications

In Canada it's newspapers for...

IF you are a reader of Canadian Daily Newspapers you will recently have seen the account of a trainload of hardware consisting of 24 complete cars going from Eastern Canada to Western Canada. Such an item is worth volumes of prophesies of returned prosperity and renewed buying power of the Canadian people.

The sure, proven, profitable way to advertise in Canada is through the columns of

THE DAILY NEWSPAPERS OF CANADA

Write these papers—ask your agency

The Maritime Market

	Population	Newspaper
Halifax	75,000	Herald & Mail
Halifax	75,000	Chronicle & Echo

Quebec Market

	Population	Newspaper
Quebec	117,500	Le Soleil (French)
Quebec	117,500	Chronicle
Montreal	839,000	Gazette

Sherbrooke 23,515 La Tribune
(French)

Pacific Market

	Population	Newspaper
Victoria	60,000	Colonist

Ontario Market

	Population	Newspaper
London	70,000	Free Press
London	70,000	Advertiser
Hamilton	120,945	Spectator
Peterboro	25,000	Examiner
Kitchener	29,000	Record
Kingston	25,000	Whig

Prairie Market

	Population	Newspaper
Winnipeg	280,000	Free Press
Winnipeg	280,000	Tribune
Edmonton	70,000	Journal
Calgary	75,000	Herald
Regina	35,000	Leader & Post
Saskatoon	31,364	Phoenix & Star
Moose Jaw.....	20,000	Times & Herald

National or Sectional Coverage

Joint Fresh Fruit and Vegetable Campaign Due

A Co-operative Campaign to Present Fresh Fruits and Vegetables as "Defenders of the Nation's Health" Is Being Considered by the Perishable Produce Industry of this Country.

SERIOUS consideration is being given to a plan for nationally advertising fresh fruits and vegetables. A conference of exchanges, growers, shippers, and receivers will be held at Chicago soon. It is hoped that a definite start will be made at this meeting.

A tentative campaign plan has been evolved by the National League of Commission Merchants. This campaign, as proposed, would run for three years, and call for \$1,500,000 to be invested in newspapers, periodicals and other mediums.

The plan calls for financing the campaign by fruit and vegetable exchanges, dealers, commission men, and co-operative marketing organizations. The National League has made a careful study of the advertising campaigns of fifty-eight trade associations and a survey of retail distribution of fresh fruits and vegetables in Pittsburgh and Philadelphia. The results of this research work were presented at a convention of the league at Louisville in January. The league's officers voted unanimously to take the necessary steps to organize the perishable fruit and vegetable industry for advertising purposes.

"Our studies lead us to believe that the industry can very easily raise \$500,000 each year, and with a very light burden on each contributor," declared Edward L. Roberts, of the National League in his report to the Louisville convention.

"The average annual shipments of thirty-five fresh fruits and vegetables for the years 1920-1923 was around 804,000 cars," he said. "An assessment of twenty-five cents a car to be paid by the shipper, and an additional twenty-five cents by the receiver would yield \$403,000.

"The shippers are now centralized due to the growth of co-operative marketing, and the receivers are centred in certain sections of each city, so that collections should not be difficult to secure.

"We have on file also the names of 2,000 fruit and vegetable co-operative marketing organizations which we can ask to authorize a deduction of so much per car on the returns made to members, and charge such deduction to advertising expense."

The plan which will be proposed at the Chicago meeting calls for the creation of an advertising association of the industry, to be officered by a president, vice-president, treasurer, executive secretary, and board of directors. The advertising program will be worked out by this association, and methods devised by it for collecting an advertising fund.

Van Camp to Market New Soap Product

The Van Camp Products Company, Indianapolis, is conducting a try-out campaign on a new laundry soap which it is marketing under the trade-name Soapstix. Newspapers in several cities are being used together with dealer help material. This product is being manufactured at the company's Louisville plant and the advertising is being directed by the Louisville office of The Chambers Agency, Inc.

Helburn-Thompson Account for Moon Agency

The Helburn-Thompson Company, Salem, Mass., has placed its advertising account with The Byron G. Moon Company, Inc., Troy, N. Y., advertising agency. Business-paper and direct-mail advertising are being used in a campaign to acquaint the trade with the advantages and disadvantages of using various types and colors of leathers in apparel.

Frank Le Bron Starts Own Business

Frank Le Bron, for the last three years with the Livermore & Knight Company, Providence, R. I. advertising agency, has gone into business for himself as a manufacturers' agent, with offices at New York. He is engaged in marketing a line of jewelry and silverware for babies, under the trade-mark "Baby Beauty."

Miss Jessie Fisher, formerly with The Health School of Chicago, has joined The Clark Collard Company, advertising, Chicago.

To the man who is advertising from habit

THIS message is addressed to the man who continues to spend money in advertising his business year after year almost from force of habit, without seeing any very definite results. In his mind he is convinced that advertising is a modern business tool that he should use. He *is* using it, and he hopes vaguely that it "pays" him.

VERY LIKELY it does, but many of these vague, hopeful advertisers are paying entirely too much for what they get out of their advertising. Or, put the other way around, they are getting too little in the way of results for the money they are spending. Because they are spending it in the conventional way.

IF THEY WERE to devote the same amount to advertising that had been focused on certain definite "objectives," properly staked off and measured in advance, they would find advertising much more productive and its results more nearly measurable.

SOME time ago, a man came to us with a new product to be advertised. Questioning developed that he had turned to advertising merely because the conventional thing to do with a new product is to advertise it.

IN HIS MIND he had set an arbitrary figure representing the sum he was ready to appropriate for advertising for the first year. It was a large sum.

"THAT is either entirely too much or far too little," we informed him, "depending upon your 'objective.'" By that we meant: if he was expecting to introduce his new product broadly to the people of the United States he would be practically throwing away his money; that the great general public's attention could not be bought for anything like the figure he named, generous as it might seem to him. It would require perhaps four or five times as much.

SUCH an appropriation was out of the question and preliminary study led us to suggest the alternative of setting an attainable "objective" which could be reached the first year for perhaps a third of the sum he had in mind, leaving a substantial balance for an effective drive toward a new "objective" the second year, and starting him on the road to a broad national program by sound, progressive steps within his ability to finance safely, not only the first year but over a period of years.

THIS WAS new reasoning to him. He had never thought of advertising as being able to help a business progress in an orderly way from "objective" to "objective," consolidating its gains as it progressed.

THERE IS efficiency in this "objective" method of tackling an advertising program. By work-

ing each season or each year toward a definite, attainable "objective" an advertiser can progress faster and travel farther than if he merely advertises because it is the customary thing to do, and he *hopes* it will "put over" his product or his proposition.

IN THE CASE we are describing, we exceeded both our client's and our own expectations. Because our effort was skilfully and sharply focused, the advertising drove straight and went well past our "objective."

WE REALIZE that this is rather an unorthodox way of handling an advertising appropriation. Theoretically we should have counseled this man to set an "objective" three times as far away, spend the entire appropriation the first year, and cover three times the distance he did cover. But our preliminary survey disclosed that the shorter distance represented all the advance that could be "consolidated" during the first year. Before he could wisely advance farther he would have to bring his organization and his production capacity up to his publicity.

WHEN THAT TIME arrives we shall counsel appropriating annually very much larger sums for advertising than his first arbitrary figure. But there will be nothing arbitrary about them; they will be carefully measured to fit new "objectives." *And they will be justified by the progress of the business.*

THIS IS our usual way of working; to crystallize our client's needs and problems, whether they pertain to distribution, sales, good-will or prestige, and set up "objectives."

WE THEN formulate plans for reaching these "objectives" in the most direct way and by the most economical method possible, and carry these plans through to the last detail, after they have been approved by our client.

AMONG THE responsible executives to whose attention this message may come there are doubtless some who will be glad to know of an agency that has been doing business on such a basis for 25 years and can refer to a fine clientele. It would be a pleasure to explain our service in greater detail to any such.

RAY D. LILLIBRIDGE INCORPORATED

A GENERAL ADVERTISING AGENCY WITH AN ENGINEERING BACKGROUND

Established 1899



Incorporated 1909

III BROADWAY • NEW YORK CITY

New Postal Rates

THE Postal Salary Increase and Rate Bill signed by President Coolidge on February 28, provides for rate changes in first, second, third, and fourth class mail.

Among the important changes in each of these different classes are the following:

First Class Mail: The rate on private mailing cards, formerly 1 cent each, has been changed to 2 cents.

Second Class Mail: No change has been made in reading matter rate which continues at $1\frac{1}{2}$ cents per pound to all zones. The rate changes under this division are to be made on advertising matter. The new and old rates are:

	New Rate	Old Rate
1st zone.....	2 cents	2 cents
2nd zone.....	2 cents	2 cents
3rd zone.....	3 cents	3 cents
4th zone.....	6 cents	5 cents
5th zone.....	6 cents	6 cents
6th zone.....	6 cents	7 cents
7th zone.....	9 cents	9 cents
8th zone.....	9 cents	10 cents

The rate on religious, educational, scientific, philanthropic, agricultural, labor or fraternal periodicals not published for profit, has been increased from $1\frac{1}{4}$ cents per pound to $1\frac{1}{2}$ cents per pound for all zones for both reading and advertising matter. Transient second class which formerly paid 1 cent for each 4 ounces up to 4 pounds will now pay 2 cents for each 2 ounces up to 8 ounces, and then from there on will fall into fourth class mail.

Third Class Mail: Books, circul-
ars and other matter wholly in
print (except second class matter),
proof sheets, corrected proof
sheets and manuscript copy accom-
panying same and merchandise
will be charged under this
classification at $1\frac{1}{2}$ cents for each
2 ounces up to and including 8
ounces. Then such matter be-
comes fourth class mail.

It is also provided in this new bill under third class mail that books, catalogues, seeds, cuttings, bulbs and plants shall be paid for at the rate of 1 cent for each 2 ounces up to and including 8 ounces. After that point such

material comes under fourth class. It is difficult to determine exactly what the distinction is in these two divisions of third class mail on "books."

Fourth Class Mail: Under the new bill all mail matter (except first and second class), weighing in excess of 8 ounces falls into fourth class. This is the parcel post division of the service. No change has been made in the existing zone rates on this class. The only increase is a 2-cent service charge on each package.

These revised rates become effective on April 15 of this year and remain in force until changed. The bill provides, however, for the formation of a Congressional Commission of three Senators and three Representatives which will hold hearings on these rates, and which will report its recommendations as to whether or not they should be changed during the first week of the first regular session of the sixty-ninth Congress.

"Advertise Iowa" Campaign Continued

The Iowa Daily Press Association, at its annual meeting at Des Moines last week, decided to continue until May the "Advertise Iowa" campaign which is appearing in metropolitan daily newspapers. Robert R. O'Brien, of the Council Bluffs *Nonpareil*, chairman of the advertising committee, reported the campaign to be very successful.

Publishers of thirty daily newspapers attended the convention. The Greater Des Moines committee entertained the publishers at a dinner. John F. D. Aue, of the Burlington *Hawkeye*, was re-elected president of the association and S. E. Carrell, of the Keokuk *Gate City*, was re-elected secretary and treasurer.

The Iowa Press Association, representing weekly newspapers, also held its convention at Des Moines last week. K. F. Baldridge was elected president of the association and T. W. Purcell, of Hampton, vice-president. O. E. Hull of Leon, was re-elected secretary and W. G. Ray, of Grinnell, treasurer.

Dave E. Bloch, Vice-President, Peck Agency

Dave E. Bloch, until recently president of The Dave Bloch Company, Inc., New York advertising agency, is now associated with the Peck Advertising Agency, Inc., as vice-president and director. Before organizing his own company, Mr. Bloch was with the Peck agency.

"Tell and Sell the Merchant and Hell Tell and Sell the Millions"

*In a single month the Madame X Reducing Girdle became a national sensation. * * * From our constant, constructive advertising in the Dry Goods Economist we are able to trace a spread of favor among merchants as amazing as the speedy, steady popularity built by our consumer advertising.*

—RUTHRAUFF & RYAN, Inc., Agents for Madame X

DRY GOODS ECONOMIST, OCTOBER 8, 1924

How to Make Your 1925 Corset Sales Beat 1924

Most Women Discovered How to Slim Down in 1924
the Slap That Had Kept for Several Years.
Here's an Opportunity for a Still Better Record.

Best 1924. Not only that, but in 1925 obtain a BIGGER percentage of increase over 1924 than 1924 showed over 1923 and other lean corset years.

You can do it if

1. You concentrate on Madame X, the girdle that keeps her springing to higher new lines the year round.
2. Let your salesmen, your store, the trade, the public and other help that we are glad to give you.
3. Take advantage of our co-operation, local advertising or up-the-sale or otherwise.
4. Get experience from the heads of ready-to-wear departments. They can recommend MADAME X to all their own customers, particularly to those who cannot afford to pay extra for a reducing girdle. This is a good time to get a good price given by MADAME X. The extra money is to be adjusted.
5. Tell your salesmen to tell their customers that MADAME X has brought people from the poorest districts who were strangers to this department, and Madame X has shown them that the large children and boys could be dressed by MADAME X.
6. Tell your haberdashers Managers and your Underwear Managers that new fashions will be introduced by MADAME X. They will be surprised to find how many new fashions there are in MADAME X. Distributors—If they will bring new business to YOU, YOU WILL DO THEM PART.
7. Encourage your sales girls. Get them to talk on MADAME X whenever possible. If they are good sales girls, they will sell more. Encourage, however, all of them to do their best and make their sales better.
8. Above all, KEEP YOUR STOCK SHELVES FULLLED. We have made arrangements with our manufacturers to keep our stock shelves fullled so that you will not stand two months for goods.
9. Promote MADAME X. Haberdashers, Underwear people, who have great influence, write to your reducing corsets. It was MADAME X, not its imitators, that discovered the educational value of the Diagrams on Slipsheets with our



The Madame X Company Does!

Reducing Businesses are here to stay.
And if you'll cooperate with us to the limit, we can assure you of the same splendid rate of increase that we had obtained for ourselves.

We can promise you that your sales in 1925 will represent as big an increase over 1924 as 1924 did over 1923—if YOU WILL DO YOUR PART.

Madame X Company, Inc.
404 Fourth Avenue, New York City

(NOTE: After Feb. 1, 1925, we will be established in our enlarged quarters at 220-230 West 36th St.)

English Distributor: Thompson-Dexter Co., Ltd., 14 Regent St., S. W., London.

Wearers Office: To be announced later.

Also agents to following countries: Australia, Canada, Denmark, Holland, New Zealand, Porto Rico, Norway, Sweden and South America.

The ECONOMIST GROUP
239 West 39th Street, New York City

DRY GOODS ECONOMIST (National, Weekly)
MERCHANT - ECONOMIST (Zoned, Fortnightly)

45,000 subscribers in 35,000 foremost stores in more than 10,000 key centers, stores doing three-fourths of the total business done in dry goods and department store lines



Prominent Local and National Advertisers of Radio—

A majority of them are using The Detroit Free Press consistently to take advantage of the powerful interest-to-buy created by The Free Press Station WCX among the host of broadcast listeners and listeners-to-be in the Detroit territory.

The Detroit Free Press is spending thousands of dollars yearly to create business for the radio advertiser. To get this business you can consistently use no other medium in this market.

The Detroit Free Press *"Starts The Day In Detroit"*

VERREE & CONKLIN, INC.

National Representatives

New York Chicago Detroit Kansas City San Francisco

How Advertising Gets Recalcitrant Dealers to Stock Up

Some New Thoughts on an Old Subject

By G. A. Nichols

"*I* t is foolish for any advertiser to hope or expect," said a speaker recently, "that his advertising is going to force the dealer to handle his goods. This is something for the dealer himself to decide. Advertising can create consumer acceptance and thereby bring about a potentially profitable situation for the dealer but the dealer does not have to handle the thing even though people ask for it. He sacrifices profits through failing to identify his store with a national advertising campaign. But if this is his way of doing business, who is going to stop him?"

Interpreted literally, the speaker is right. Similar sentiments have been expressed by many others. But the advertiser is likely to get the wrong view entirely of advertising when he hears a statement of this kind. Of course no retailer can be dragged, screaming for mercy, into profit-making any more than it is possible for the salvation of his soul to be forced upon him. There has to be acceptance on his part or the benefits will pass him by.

He can deliberately sell inferior merchandise if he chooses. He can exact unfair prices. He can insult his customers. He can refuse to open his store until noon each day. He can throw every advertised brand out of his stock and depend entirely upon comparatively unknown private brands. But, if he wants to make a satisfactory profit, he is forced to follow the opposite course in each of these instances. If he wants to satisfy his customers and retain their trade and good-will, he is forced to have the goods they ask for.

Intelligent advertising, administered on the long-pull basis that brings cumulative results, can

cause people to ask for goods. It therefore can *force* the retailer to have them. There has been too much emphasis of late placed upon the principle that the retailer is a free moral agent who cannot be forced to do anything and not enough emphasis upon the power of advertising to do the forcing.

It is a perfectly natural and logical thing for some dealers and some jobbers to prefer private brands to the advertised variety. They prefer the private brands because these can pay them a larger individual profit. Does this mean, then, that manufacturers of advertised brands take advantage of conditions and force the dealer to pay more for them than he should, thereby making it impossible for him to get sufficient margin?

It does not. Here we come to a point that is overlooked in most of the arguments as to the relative profit-yielding merits of advertised and unadvertised articles. The point is this:

If a privately branded piece of merchandise yields a larger profit than a similar article widely known through advertising, the cause often may be traced to a higher retail price that is made possible through lack of competition and not to lower buying cost.

If the foregoing is a bit ambiguous, just consider the methods of the city department store and the jobber and it will become plain at once.

Why is it that certain department stores put practically all their selling pressure on brands of merchandise bearing their own name? This branded merchandise is obtained sometimes by the store having its own factories or controlling certain factory outputs. In other instances, the stores get it through arranging with manu-

facturers of advertised lines to produce goods for the store bearing its name. A certain hosiery manufacturer producing a widely-known line of advertised hosiery makes a private brand for a large department store. The advertised line and the private line are identical in every essential particular and there is no great difference in price. The arrangement with the store is such that the mill can be kept busy when otherwise things might lag somewhat and this has its effect in the price the store pays for the hosiery. But a similar arrangement could be made if the store would take the same amount of the advertised line. Under the present arrangement, the store's hosiery cost is substantially the same as it would be if the advertised brand were stocked in place of the private one.

Why, then, does the department store want this private line? Because it can sell the private line without competition and therefore can get a higher price for it. That is the answer. In the selling, and not in the buying, is where the advantage of the private brand—if it really is an advantage—comes in. A prominent department store or jobber can, after a period of years, build up a prestige that will be a real selling asset. It can talk quality in relation to its private brands. Possibly, the quality of an article marked with the jobber's or retailer's name may be higher than that of the advertised article in the same classification. But this is not necessarily true. A leading shoe manufacturer who has steadfastly refused to make privately branded shoes for one department store tells PRINTERS' INK this store is selling at \$12.50 per pair, shoes of identical quality as his that sell for \$10 a pair. The store can do this because its shoes are a good line and naturally there is no competition under that name. If an advertised brand of shoes were put on, the store, of course, could not sell them any higher than anybody else.

There is plenty of room for argument as to whether this sort of policy pays in the long run

even for the largest stores. Naturally, retailers and jobbers of this type have to put up a strong resistance against the force of which we are speaking here as being exerted by advertising. Possibly they are strong enough to resist it successfully. And if they did not think they could make more profit that way, they doubtless would try some other way. There probably always will be rival schools of merchandising the same as in medicine. Nevertheless, even among the strongest adherents of private brands, there is recognition of the force that advertising exerts. If they followed their convictions to the end they would have no advertised lines at all in their stocks. The advertised lines are there because the people demand them.

A JOBBER'S EXPERIENCE WITH AN ADVERTISED BRAND

This writer once had occasion to interview a buyer in the Chicago wholesale grocery house of Franklin MacVeagh & Company, and this general subject was under discussion.

The buyer said, upon questioning, that his firm sold great quantities of Kitchen Klenzer. In fact Kitchen Klenzer was the biggest seller in that line throughout the Chicago district.

"I suppose you line yourself up with the Kitchen Klenzer advertising and push it hard," was suggested to the buyer.

"Oh no, indeed," was his reply. "We do not push it at all. We never ask a retailer to buy Kitchen Klenzer because we have our own brand which pays us a larger profit."

"Why do you sell it then?"

"Well, we sell it because the dealers ask for it. We go in to sell our own line. But if one of our customers wants Kitchen Klenzer, of course we have to sell it to him."

Similar instances, although possibly not in the same kind of goods, are to be encountered in practically every wholesale grocery house in the country.

The same general statement

**THE
ERICKSON COMPANY**

Advertising

381 FOURTH AVENUE, NEW YORK



If you want to know about our work,
watch the advertising of the following:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
WELLSWORTH OPTICAL PRODUCTS
TARVIA
DUZ
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
BONDED FLOORS
NEW-SKIN

What we've done for others we can do for you.

would cover the situation in the chain stores.

In addressing the National Canners' Association at Cincinnati not long ago, J. M. Fly, president of the National Chain Grocers' Association, frankly admitted that the chain stores are getting away from private brands because their profit interests compel such action.

"Generally speaking," said Mr. Fly, "I believe that chain stores are showing a marked tendency toward getting away from private brands and looking upon factory labels and advertised products with increasing favor. This is not so much because they want to, but because their customers are to a certain extent forcing this issue. Furthermore, the chain store is regarding quality without extravagance as being more permanently profitable as a policy than cheap goods cheap. The canner who forces off-grade products on the market and disposes of them to the chain stores or the wholesaler as a bargain, is doing serious harm both to himself and the canned food industry.

"You already know that the chain-store grocer has, through constant advertising, efficient selling methods, and through providing lower costs to consumers, done more to exploit and increase the consumption of canned foods than any other factor in the food industry. The wholesale grocer and the independent retailer, while perhaps indispensable in a competitive sense, can never hope to reach the same degree of widespread distribution the chain store has already accomplished. The chain store is 'organized distribution,' and you, gentlemen, are well aware of the tremendous value of any 'organized effort.'

"The chain store, backed by ample capital and managed by competent executives, is looked upon by the consuming public as being capable of both buying and selling at the lowest possible prices, and what is more important, as being responsible. This fact has gone far toward removing the unreasonable prejudices against canned foods that once

existed and was so general, and still lingers to some extent."

Manufacturer, jobber and retailer are working for, and are at the absolute mercy of, the consumer. They are under his orders also. The consumer can be educated and guided. But everything leads up to the concluding act of the entire process which is the transfer of the merchandise to the consumer. Here the consumer is master. When advertising convinces him that a certain kind of merchandise is good he is going to ask for it. And the retailer who will not allow himself to be "forced" to carry this merchandise is needlessly sacrificing profit. He can take his choice between having his own way and getting a satisfactory profit. In most instances he chooses the latter.

A. J. Banta with General Motors Truck

A. J. Banta has been appointed assistant to the general manager of the General Motors Truck Company, Pontiac, Mich. He was formerly sales manager of the Rickenbacker Motor Company, Detroit, from which he resigned last December.

Knitting Machine Account for Hazard Agency

Scott & Williams, Inc., New York, manufacturer of knitting machines, has appointed the Hazard Advertising Corporation, New York, to direct its advertising account. The use of business papers and direct mail is planned.

New Account for Sweeney & James

The Sweeney & James Company, Cleveland advertising agency, has obtained the advertising account of The Lincoln Electric Company, Cleveland, Ohio, manufacturer of electric motors and arc welders.

Wendell Walker Joins Mason, Warner Agency

Wendell Walker, formerly with the Matteson-Fogarty-Jordan Company, Inc., Chicago advertising agency, has joined the staff of the Mason, Warner Company, Inc., advertising agency, Chicago.

Starts Advertising Art Service

Edward Staloff has started his own advertising art service at New York. For the last four years he was art director of Sackheim & Sherman, Inc., advertising agency of that city.

There are times when a certain type face is as much out of place in an advertisement as a man in a track suit at a wedding. When we use type, we use it when and where it logically belongs.



J. M. BUNDSCHO, Inc.
Advertising Typographers

58 E. WASHINGTON • 10 E. PEARSON

CHICAGO

HERE TYPE CAN SERVE YOU

Mar. 5, 1925

THE IRON AGE

Standard Weekly
Vol. 115, No. 1

NEW YORK, N. Y.—JANUARY 1, 1925

Subscription Price
Six Dollars a Year

individual, then the expenditures involved just nominal expense of a subscription to at least such agency.

While it is true that the base prices of many commodities are given in the publications of many we have previously referred and, at infrequent intervals, a review of activities covering perhaps the current year is printed, there are few so authentic that they could be made the basis of contracts, as is the case with *The Iron Age*, for example. Furthermore, these statistics appear

*From H. D. Murphy's
"The Fundamental Principles of
Purchasing"*



1996-1997
1997-1998
1998-1999
1999-2000

The World's Most Dependable

An Authority

Industrial and Market Paper

Among the Earliest subscribers to

Your Car

Douglas Fairbanks

who owns a Rolls-Royce

Charles Chaplin

who owns a Rolls-Royce

Harry Langdon

who owns a Packard

Cullin Landis

who owns a Stutz—

BESIDES the thousands of other subscriptions which are pouring in, newsdealers all over the United States are ordering *in advance* more than 100,000 copies of YOUR CAR.

Leading motor car dealers are buying subscriptions in bulk for distribution among their best customers and prospects.

ALL this before a *real* drive has started for circulation for the first *important* motor car owners' magazine in America; before a single copy of the magazine has been printed; merely on the say-so of the Macfadden organization which has established a reputation for coming through.

E. C. WRIGHT,
Director of Advertising.

Investigate First—Charities as Well as Investments

Frauds and Bad Judgment Are Causing Business Men Loss and Robbing Worthy Organizations of Support

By Roy Dickinson

IN the mail which comes to the president's desk are many little circulars and impressive letter-heads bearing heart-rending appeals, Mrs. Martin Henry has organized a Society for the Amelioration of Something or Other. Judge Howell's name appears on a list of prominent men who seem to have endorsed a plan to sell fruit extracts or give a great ball in the name of sweet charity. Mixed in among the salesmen's reports, the orders and the complaints, are pitiful pictures used as covers for booklets, cleverly framed letters telling of a really worthy cause and just as clever ones asking for money for some cause that occurred to Mrs. Sandoz at a cross-word puzzle party.

What is the busy president to do?

If he dumps them all into the waste basket he is passing up something he would like to aid. Yet he is too busy with production schedules, sales records and otherwise attending to his own business to become expert in separating the sheep from the goats among the charity appeals which come to him almost every week in the year.

Talks with experts in the field of organized charity convince me that "investigate before you give" is a suggestion that should be in every executive's mind when he is asked to give money to a certain charity or to support it with his name. There are two kinds of charities which will not stand up under investigation: the outright frauds, and efforts founded upon bad judgment and misguided enthusiasm. The latter frequently lead to useless duplication of work and of contributions. The visionary promoter who lets all his friends in on a hopeless dream

causes as much loss to investors as the outright crook. The men and women who allow their names to be used as sponsors for a useless charity or one which duplicates another that is well established cause as much waste and loss as dishonest promoters.

In New York City alone there are 4,000 groups asking donations, selling tickets, sending out solicitors for advertising or canvassers for soap, extracts and other products—all in the name of sweet charity. These figures came from the Bureau of Advice and Information of the Charity Organization Society of the City of New York, which gathers and gives out facts concerning local social and civic agencies.

In one case investigated, the facts were these: Two colored "bishops" had called upon several members of the Merchants Association, which is one of the group members of the Charity Organization Society. The "bishops" were impressive in size, appearance and flow of language. They were collecting money to lift the poor of the colored section to a higher plane. It was suggested that if the merchants gave, the money would surely come back to them in purchases as well as in the satisfaction derived from the accomplishment of a good deed. When the "bishops" finally were brought into court by the Department of Public Welfare on information secured by the investigators of the society, one of them was asked to give the Ten Commandments. He didn't know any of them. With his collar buttoned on backward, he and ten others had been collecting enough for all ten to live very comfortably. The sum of \$2.60 out of one month's collections had been given to the

poor. Though none of the collectors had ever progressed beyond the fourth grade at grammar school, they had all found profitable and happy employment in collecting and pocketing a goodly sum each week from men who gave before they checked up on the facts. This little group of willing workers is typical of many who travel from city to city getting money for their own use in the name of charity.

A scheme which is being used by some of these fraudulent workers is for the supposed president of a neighborhood club raising money for the local poor to call likely prospects on the telephone. He is very insistent—will send a messenger for a check. A careful observer will note that on the letter-head brought by the messenger who comes for the money, are the names of prominent persons, slightly misspelled. Thus, Judge Peter A. Mahon becomes Justice Peter E. Mahone, Kelly is spelled Kelley and similar liberties are taken with the names of local politicians and other citizens. Usually the manufacturer or merchant called on doesn't notice the slight misspelling and thinks he is giving to some worthy local organization.

What the Charity Organization Society does for New York City in the way of checking up individuals and organizations soliciting funds, the National Information Bureau, with headquarters at 215 Fourth Avenue, New York City, accomplishes for other cities in the country. These checking organizations uncover a multitude of frauds which rob worthy organizations and individuals of merited support.

But in addition to the frauds, the total sum wasted each year in charities which duplicate others or are started because of poor judgment, reaches staggering proportions. Some well-meaning woman talking with her friends or approached by an enthusiast gets a Big Idea. It may be very vague. It may have as its object something as nonsensical as saving ash-cart drivers from suicide, preventing

Indians from joining golf clubs or protecting gold fish from cruel treatment. Or again it may be found to aim at something which is now being done scientifically and well. In either case, a woman can generally be found who will lend her name as patroness or endorser. This name draws others and soon another society joins the thousands which solicit funds from business men.

THE ORIGIN OF IT ALL

Here is the way one such society started. Certain well-meaning women of good social standing happened to read an interesting story written by a self-styled "bum" describing in detail his experience in sleeping on a park bench and then trying to get a job the next day without money to get a shave or to take a bath and don clean linen. It was a well-written story. The women were aroused. Something should be done about it at once. There was a fine chance to get behind the Big Idea of providing shaves and bathtubs for bums—the papers would probably carry a list of patronesses of the society if a big and startling ball were given to start the drive for funds. The women went out to get other names and then proceeded with the dance. Invitations were sent to a long list of people who were asked to buy tickets at \$6 each and dance till daylight so that bums might have bathtubs and clean shaven faces.

The list of names on the beautifully printed invitations was impressive. People who wanted to dance in such company for so worthy an object, bought tickets till it hurt. The ball came off as scheduled. There were expensive effects from The Follies. The jazz orchestra played long and well. Beautiful women and tired business men danced till sunrise and when the committee counted the receipts and subtracted the expenses several hundred dollars remained to start the society for shaving and bathing bums. Then someone discovered that several unromantic but businesslike institutions had long been providing



*"I went to the Opera
last night and wasn't noticed—
I shan't go so often"*

Thus did Napoleon explain the diminishing effect of too much advertising.

There is a point, you know, when too frequent an appearance diminishes the effect.

Make your story fresh and effective. Don't think everyone is waiting to read your advertisements, and don't think your story interests others nearly as much as it does you.

What to say is all important. Many can write, but how many really succeed

in writing advertising that will increase sales?

You would not consider the inexperienced lawyer or doctor, no matter how brilliant he was in his college work.

Choose your advertising man by his record as a salesman on paper. The appearance of his copy is as nothing compared to the sales sheet.

Our record is proved by sales. Only experience shows what to do and how to advertise.

"What is Advertising" a series of which the above is one has been published under this title. The entire series will be sent upon request

C. C. WINNINGHAM
Advertising and Merchandising

10 PETERBORO WEST
DETROIT

shaving and bathing facilities. The society would duplicate their efforts. The idea wasn't new. The money was held for some time and was eventually given to a church.

The habit of prominent business men and their wives of lending their name as sponsors for almost any cause which sounds good, sometimes leads to serious consequences. A certain man was approached who would never consider signing his name to a blank check, and after hearing a plausible story of a plan to obtain Christian homes for 10,000 boys throughout the United States, was persuaded to make a contribution to the cause and allow the use of his name. Several more contributions and endorsements were obtained from the first man's friends. Soon there was an impressive list of endorsers to print up and down the sides of an expensive letterhead. The society was started. Contributions poured in from men who were impressed by the list.

One business man, who received a touching appeal in his morning's mail, decided to give, but because of long habit he called up the Charity Organization Society and received startling information. The man promoting the society had spent time in jail, after being expelled from a reputable organization which worked among boys. He was an immoral, dishonest man, who had imposed upon the credulity of prominent business men, who were thus made parties to a fraud.

"The business man must realize," said a charity expert, "that his name and his wife's name are their personal trade-marks. He would not think of letting another person use his business trademark. He would go to law to defend it against another's use. Yet he often is prevailed upon by some smooth promoter to allow his name to be used to help get money for a charity he has never investigated. In this way he is lending support to crooks and people of poor judgment who help waste money which should go to worthy causes."

Much good has been done in the country by Community Chests and other organized charity. Thousands of worthy individuals have been lifted to a higher social status which made them independent of future outside aid. A social condition of real stability requires that money given by the top layers of society, in the financial sense, shall reach its goal among the poor who need it with the least possible fuss and overhead, and that it shall not be taken away from its worthy objects by unscrupulous promoters. Since most of this money, which amounts to many millions of dollars in the course of a year, comes from business men, it is reasonable to assume that they should make their gifts with the same scrupulous care they use in making their investments. Carelessness in giving, giving without checking up, lending one's name carelessly, all lead to a large and preventable economic waste.

"Investigate first," is a sane and logical proceeding for the business man who is being continually urged by mail, the rattle of coin boxes, telephone calls and solicitors to help the Society for Something or Other.

A. Schrader's Sons Advance

R. L. DeBrauwere

Roy L. DeBrauwere, formerly assistant sales manager of A. Schrader's Sons, Inc., Brooklyn, N. Y., tire valves and gauges, has been appointed sales manager of that organization. He succeeds John Hoerger, who will open a Pacific Coast branch for the company at Los Angeles.

Dippy Has Paint Accounts

The Tokiol Paint & Varnish Company, and the Phoenix Paint & Varnish Company, both of Philadelphia, have placed their advertising accounts with Robert H. Dippy, advertising agent of that city. Business papers and direct mail will be used for the Tokiol account and magazines will be used for the Phoenix account.

H. C. Mills with Buffalo "Courier"

H. C. Mills, until recently with Walz-Weinstock, Inc., Buffalo, N. Y., advertising agency, has joined the advertising department of the Buffalo Courier.



The Eye Tells the Stomach It's Good!

HERE'S a richness, an immaculate cleanliness, about a DURA-SHEEN sign that makes it the ideal medium for advertising food products. The giant Horton Ice Cream Company of New York, Huylers and Norris, are typical of the food product companies who use these signs of porcelain enamel "fused into steel." We have developed the appetite appeal for scores of food producers, and the list of DURA-SHEEN users is growing steadily.

If you have a food product distributed through dealers, let us show you samples of work we have done in the same line. Ask our Baltimore or New York Office.



Furnace-fused
Colors that
Almost
talk out loud

THE
**BALTIMORE ENAMEL
AND NOVELTY COMPANY**
Permanent Advertising Signs

MT. WINANS
BALTIMORE, MD.

NEW YORK
200 FIFTH AVENUE

YOUR GOOD NAME

{ An open letter to a manufacturer whose
advertising fails to use his priceless asset. }

*"A good name," said Solomon, "is
rather to be chosen than great riches."*

Solomon was right. A good name is a great asset, a greater asset than riches at the expense of the good name, because—and here we part company with Sol—a good name is not an alternative to great riches, but instead a sure means to securing them.

You, of course, realize that your good name is an asset, but do you realize that your advertising does not reflect your prestige, as it can and should; that advertising may be made to reflect any quality of any business? Sales are increased when with the ordinary advertising of an ordinary house is mixed the prestige of a really great business name.

You have gone into advertising with the wrong foot first, incognito, disguised, masquerading as the common, plebeian business you are not, instead of the fine old aristocratic house that you are. Your good name has not been lost, but it is not being used. It has been laid on the shelf where it does you no good.

That is why we want to talk with you. We would like to make your advertising reveal those things which make you what you are, your long and creditable history, your standards, your service and your character, as well as the goods you make, and by skilful and restrained use of the ingredients of advertising—copy, words, pictures, type and white space—express to the multitude what you are to the few who have always known you.

CALKINS & HOLDEN, Inc.
247 PARK AVENUE, NEW YORK CITY

Senator McCormick Dead

SENATOR MEDILL McCormick, of Illinois, was found dead in bed last Wednesday morning, February 25, in his apartment at Washington.

Senator McCormick's term would have ended on March 4. At the time of his death his name was being prominently mentioned in connection with various important diplomatic appointments.

Senator McCormick was born in Chicago on May 16, 1877. He was a grandson of Joseph Medill, one of the founders of the *Chicago Tribune*.

Senator McCormick was groomed for a journalistic career, whereas it is said that his brother, Colonel Robert McCormick, was trained for a political career. It developed, however, that the tastes of the two men were in exactly opposite directions. Medill McCormick was decidedly inclined toward politics, while his brother preferred journalism. This diversion of the parental intention turned out well, as Colonel Robert McCormick has been president of the *Chicago Tribune* for many years.

After his graduation from Yale in 1900, Medill McCormick became a reporter on the *Chicago Tribune*. The next year he went to the Philippine Islands as a war correspondent. Later, he resumed his duties on the *Tribune* where he was made publisher, which position he held until 1910.

It is said that Medill McCormick's admiration for President Roosevelt is the thing that decided him to devote his life to public service. He was one of the original Bull Moosers and was elected to the Illinois State Legislature on the Bull Moose ticket. He was elected to the 65th Congress as a Representative-at-Large from Illinois.

Senator McCormick had a remarkable knowledge of the Bible. He was also regarded as one of the best French linguists in public life in this country. The Senator's principal hobby was his beautiful

farm in Illinois. He used the farm to demonstrate that several things could be grown in Illinois that heretofore had not been regarded as suitable to that climate.

The Problem of the Radio Industry

AMERICAN RADIO AND RESEARCH CORPORATION

MEDFORD HILLSIDE, MASS.

Editor of Printers' Ink:

We are very much of the conviction that the radio industry must pay particular attention to broadcasting and not leave it for others to do. In the case of this corporation, we have expended a great deal of money and time to do our share in furthering broadcast transmission.

As to who should pay for broadcasting, it is our opinion that the revenue must come from several sources and not from a single source. We favor a combination of the following sources of revenue:

(1) The National Association of Broadcasters' plan for direct tax of one-half of 1 per cent of sales.

(2) Contributions by every manufacturer equal to one-half of 1 per cent of net sales.

(3) Charges for indirect advertising.

Revenue obtained by taxation must not come from heavy taxes. We are very much against having radio broadcast stations used for direct advertising. On the other hand, we very much favor the payment by concerns to broadcast stations for the use of definite periods of time in which they take over the program, furnish the talent, etc. This, of course, must be carefully supervised to prevent any degeneration in the quality and interest of programs offered.

AMERICAN RADIO AND RESEARCH CORPORATION,

H. J. POWER,

President.

Form Briggs & Parker Company

Ralph E. Briggs, for the last four years president of the Richardson-Briggs Company, Cleveland advertising agency, has severed his connection with the latter to join Howard Parker in the formation of the Briggs-Parker Company, also of Cleveland. Mr. Parker was formerly sales manager of the Macbeth-Evans Company, Pittsburgh. The new company will have charge of the sales and advertising of the Aunt Mary's Products Company, Chicago food products.

Heads New York Newspaper Advertising Managers

L. S. Chubbuck, advertising manager of the Binghamton *Press*, was elected president of the Advertising Managers of the New York State Daily Newspapers at their semi-annual meeting which was held at Geneva, N. Y., on February 23 and 24.

Nine Points

Advertising in the Magazine Section
of the Sunday edition of The New
York Times has

The power of newspaper advertising in the home

A magazine's long life

More than 600,000 net paid sale

The greatest potential market reached by any newspaper

The New York Times quality of circulation

The beauty of rotogravure printing

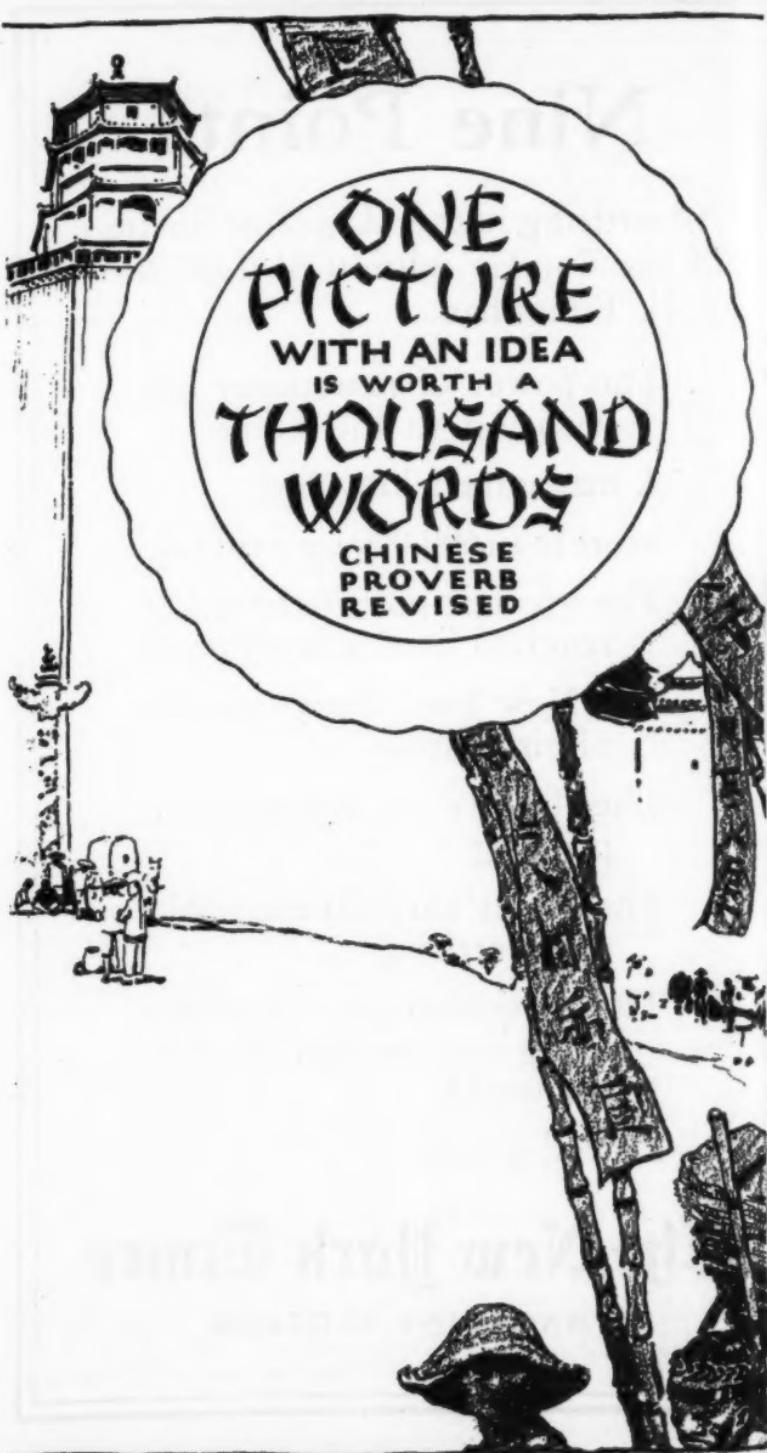
The Times' careful censorship of advertising

The lowest rotogravure advertising rate per thousand in the world

Proved results

The New York Times

MAGAZINE SECTION



ETHRIDGE

25 EAST 26 ST. N.Y. CITY



Eleventh District Holds Annual Meeting

The third annual convention of the Eleventh District of the Associated Advertising Clubs of the World was held at Boulder, Colo., on February 27 and 28. More than 200 delegates were in attendance, representing advertising clubs in Colorado, Wyoming, New Mexico, Utah, Idaho, Nevada and Arizona.

The convention was opened by John F. Greenawalt, chairman of the district. The morning session on February 27 was presided over by J. A. Davis. Mr. Davis urged merchants to stop wasting money in charity advertising. If this money were devoted to local advertising by the dealer which would tie up with national advertising, it would pay merchants big dividends, Mr. Davis said. Other speakers at this session were: H. M. Voss, John Rice, Joseph Emerson Smith, Miss Amie La Coste, Frank Leonard, Fred Scheid and Miss Marie Richey.

At the afternoon session M. D. Townsend, of the Pueblo *Star-Journal*, spoke on "Advertising and the Local Newspaper," and John Valentine, of Boulder, discussed "Personality Plus Space." Clark Y. Mitchell, vice-president of the Denver National Bank, opened the morning session on the second day with a discussion on "The Problem of Publicity from the Banker's Standpoint." Other speakers at this session were C. A. Baumgart, advertising manager of *Successful Farming*, Des Moines, who spoke on "National Advertising from the Local Viewpoint"; Joseph Sigmund, Denver, and William L. Bracy, of the University of Colorado Extension Division.

Sam Freed, advertising manager of the Great Western Sugar Company, read a paper at the afternoon session on "Co-operative Advertising Among Retail Service Grocers." A general discussion of the subject followed which was led by G. E. Hathaway, of Colorado Springs.

Philadelphia Advertising Artists Organize

A number of advertising artists of Philadelphia recently held a meeting at the Poor Richard Club of that city for the purpose of forming a permanent organization. Speakers at the meeting declared the objects of the organization would be to establish bureaus of education and information, to co-operate with other art and advertising bodies, and generally to promote Philadelphia as an advertising art centre. A committee was appointed to arrange a later general meeting.

New Account for Cleveland Agency

The Robertshaw Thermostat Company, Youngwood, Pa., manufacturer of thermostats for water heaters, manufacturing processes, etc., has placed its advertising account with The Sweeney & James Company, Cleveland advertising agency.

A national advertising campaign is planned on Automatic-Cook, a heat controller for kitchen ranges.

New Officers of Cleveland Companies

Robert H. Bishop has been elected active president of the Premier Press, and the Premier Company, Cleveland, affiliated printing and direct-mail organizations. Walter L. Flory has been elected vice-president; Benjamin H. Noyes, treasurer and general manager, and Charles F. Lowe, secretary.

Arch Wallace Joins H. W. Kastor Agency

Arch Wallace, formerly in charge of advertising promotion for the Capper Farm Press, Topeka, Kans., has joined the staff of the St. Louis office of the H. W. Kastor & Sons Company, advertising agency.

"Modern Stationer" to Appear Monthly

The *Modern Stationer*, published by the Adoma Publishing Company, New York, will be changed from a semi-monthly to a monthly, starting with the March issue.

Insurance Advertisers to Meet

The annual summer convention of the Insurance Advertising Conference will be held at Briarcliff Lodge, N. Y., on June 8, 9 and 10. J. G. Mays, secretary of the Royal Indemnity Company, New York, has been appointed chairman of the program committee.

Leaves C. L. Houser Company

Witold Markwiz has resigned from the C. L. Houser Company, publishers' representative, New York.

COLUMBIA

is a
member
of the
A. B. C.

effective January 1st, 1925

NET PAID AVERAGE CIRCULATION

763,978

COLUMBIA

The Largest Catholic Magazine in the World

*A National Monthly Published, Printed and
Circulated by the Knights of Columbus*

Publishers' statement (A. B. C.) for six months
ending December 31, 1924, sent on request.

D. J. GILLESPIE, Adv. Director
25 West 43rd Street
New York City

J. F. JENKINS, Western Manager
202 South State Street
Chicago, Ill.

The Music Merchant vs. the Exclusive Phonograph Shop As An Avenue for Advertising

THERE is no logical reason why some radio manufacturers should still think only in terms of the exclusive phonograph shop as the one avenue for retail distribution in the music field. There are many reasons why they should desire to place their agency with the reliable music merchant who conducts the complete music store, carrying "everything in music"—pianos, reproducing and player pianos, band instruments, small musical merchandise, phonographs and sheet music—which makes them financially and commercially stronger with a larger clientele.

As a matter of fact, the trend toward the music merchant as the ultimate largest distributor of Radio is growing by leaps and bounds. *Radio manufacturers, knowing that radio's strongest appeal is musical entertainment, realize that the music merchant is the logical radio retailer.*

THE MUSIC TRADES (published weekly) covers every branch of the musical instrument field—it is not a phonograph paper going only to the exclusive phonograph shop, which because of changing trade conditions is rapidly disappearing.

THE MUSIC TRADES COMPANY

the Exclusive Phonograph Shop for Radio Merchandising

97% of the good music merchants in the United States are paid subscribers to THE MUSIC TRADES. Many of these houses have already secured retail agencies for radio sets.

Take conservative Boston as an example. The following high-class, reliable music merchants have taken on radio:

- M. Steinert & Sons Co.
- C. C. Harvey Co.
- Hume Music Co.
- Vocalion Hall
- Henry F. Miller Stores Co.
- Walter J. Gillis Co.
- A. J. Jackson & Co.

Every one of these houses is a subscriber to THE MUSIC TRADES. In other cities from coast to coast the story is much the same, as shown by our survey.

THE MUSIC TRADES is the most powerful single selling factor in the periodical field for the purposes of the high-class radio makers and jobbers.

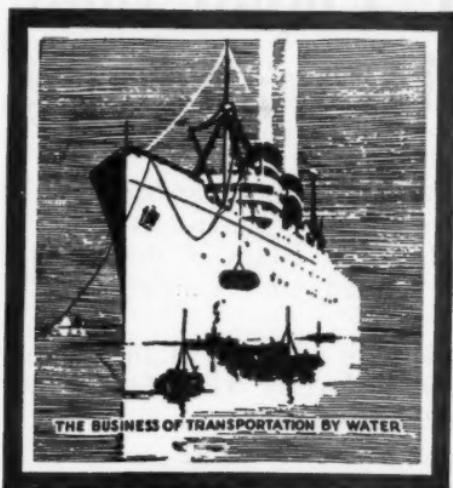
THE MUSIC TRADES, following out its policy of a third of a century of sponsoring only reliable merchandise, can accept only such radio advertising as represents quality products.

Everything in Music



35 Years of Service

AN 501 Fifth Ave., New York



Distinctive Ships—

Featured in the April issue

NOWHERE else is it possible for the ship operator, shipowner, shipbuilder or naval architect to find grouped in one single issue of any publication all the fundamentally important information about each new and outstanding vessel given as it is in the

Annual *Distinctive Ship Number* April Issue

In this regular annual number are listed all the new ships contracted for, under construction, or completed recently. A page is devoted to the complete description of each distinctive ship chosen. Here are given the names, of the owners builders, the manufacturers of the main machinery, auxiliaries and equipment.

Grouped in a special insert section

which is printed on high grade coated stock, these pages present an authoritative, complete cross-section of the entire marine industry. They mirror the progress that is being made. Of course they are of intense interest to every executive connected with the business of transportation by water. Naturally they are referred to time and again.

*Forms close for the Distinctive
Ship Insert Section March 20.*

Marine Review

Penton Bldg.

CLEVELAND

New York

ABC Member ABP

London

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"Name Publicity" Is a "Throw-Back" in Advertising

JOSEPH RICHARDS COMPANY
NEW YORK, Feb. 25, 1925.

Editor of PRINTERS' INK:

I carefully studied the radio article in PRINTERS' INK of February 5, and having a radio myself and having had considerable experience with the efforts of different firms to interest me in their advertising on the air, I have arrived at some conclusions in the matter.

In the first place this "name publicity" which we get in connection with the so-called entertainment, is generally disappointing and somewhat disgusting, although I suppose that there are thousands who enjoy the Happiness entertainment when they hear it. In general, it seems to me it is, as you say, a "Throw-back."

Now I do not believe that the Government should attempt to legislate on this subject. I think it will in a large measure cure itself.

Again, I do not think that any objection which attaches to radio advertising will affect general advertising. I do not believe that the public in general thinks far enough to relate the two.

There is some advertising, such as the Victor Talking Machine Company has recently embarked in, which is excellent from every standpoint. The artists are certainly well advertised, and doubtless the records have sold far more freely.

I am not at all pessimistic about the way in which all these conditions are working out, for I think that the new idea is such a powerful one that we have not yet begun to see the end of its influence for good. And if, on account of its greatness, big evils develop in connection with it, they will be the more certainly recognized, handled and suppressed.

JOSEPH RICHARDS COMPANY,
J. A. RICHARDS,
President.

J. A. Oettinger with Stubbs Company

J. A. Oettinger, until recently manager of creative sales, for The National Bank Note Company, Cleveland, has been appointed manager of the Cleveland office of The Stubbs Company, Detroit.

Appoints Kansas City Representative

The Texas Daily Press League has appointed Bryan Murphy, publishers' representative, Kansas City, as its advertising representative in that territory.

Illinois Poster Men Meet

The Illinois Poster Advertising Association held its mid-winter meeting at Galesburg last week. W. M. Savage, of Alton, president, presided. The summer session will be held at Decatur.

Periodical Publishing Company Adds New Directors

The Periodical Publishing Company, Grand Rapids, Mich., at its annual meeting, increased its directorate from five to seven members. The following were elected: John N. Nind, Jr., Agnes W. Nind, Louisa M. Nind, Edward R. Ford, Harry J. Daniels, Laurence F. Calahan and T. W. Dunn. John N. Nind, Jr., was re-elected president, Agnes W. Nind, vice-president, and Edward R. Ford, secretary and treasurer.

Spartanburg Newspapers Appoint L. R. Philips

L. R. Philips, recently advertising manager of the Wilmington, N. C., *Star*, has been appointed to a similar position with the Spartanburg S. C., *Herald* and *Journal*. He was formerly with the Johnson-Dallis Company, Atlanta advertising agency.

Northwest Campaign for Bambino Bar

The Vogan Candy Corporation, Portland, Ore., has started a newspaper and outdoor advertising campaign throughout the Northwest on a candy known as the Bambino Bar. This campaign is directed by the W. S. Kirkpatrick Advertising Service, also of Portland.

Appoint Hazard Agency

The Hazard Advertising Corporation, New York, has been appointed to direct the advertising of Scott & Williams, Inc., of that city, manufacturer of knitting machines. The J. Sklar Manufacturing Company, Brooklyn, N. Y., medical apparatus, has also placed its advertising account with the Hazard agency.

Implement Account for David C. Thomas Agency

The Nichols & Shephard Company, Battle Creek, Mich., manufacturer of farm implements, has appointed the David C. Thomas Company, Chicago advertising agency, to direct its account. Farm publications will be used.

H. L. Adams Joins Prather-Allen Agency

Harry L. Adams, formerly with the Cleveland office of The H. K. McCann Company, has joined The Prather-Allen Advertising Company, Inc., Cincinnati advertising agency, as an officer and director.

Will Direct Pro-phy-lac-tic Advertising in Canada

The Pro-phy-lac-tic Brush Company, Florence, Mass., maker of Pro-phy-lac-tic brushes, has appointed the Desbarats Advertising Agency Limited, Montreal, to direct its Canadian advertising.

Curbstone Opinions Are Valueless

JAMES F. NEWCOMB & CO., INC.
NEW YORK CITY

Editor of PRINTERS' INK:

Several years ago when associated with one of the big paper companies the writer attended a national convention of one of our large associations, and was practically the lone defendant for quite a considerable period of the trade papers in that field; because the association had decided to change the bulletin they were issuing by selling advertising space in it, and thus competing with their own members.

Eventually, though I had no interest in the trade papers, I was able to sell the folks present on the fact that it would be bad business on the association's part to compete with those from whom they secured their funds, and the project was dropped. In fact, I do not know that it ever saw the light of day.

Shortly after that one of the trade papers quite well known in a field closely allied to ours, started to offer for sale its services as critics of advertising literature. Naturally their advertisers objected, as this was setting up the publisher in direct competition with the advertiser, and most assuredly taking an unintelligent position on the part of the publisher of the trade paper.

All of this I bring up now because other associations and organizations seem to be pursuing these policies, and our wonder is, that if such policies grow general the entire field may be undermined in a way by lack of confidence on the part of advertisers and others who support organizations and publications which pursue such a policy. PRINTERS' INK has undoubtedly been asked to criticize advertising in the same way by some of its readers, and has, we dare say, in every case declined to do so.

What we are groping for, though, are facts to justify what are, at the moment, feelings on our part.

JAMES F. NEWCOMB & CO., INC.
ROBERT E. RAMSAY,
Vice-President.

THIS letter really tells its own story. Unfortunately there are associations that compete with their own members, and publications that compete with their own advertisers. In fact in all lines of business there are sellers that compete with their customers. Some of this competition may be necessary, but when carried too far it becomes unethical, as our correspondent clearly explains.

In the case cited there is no justification for the publisher in setting up a business in direct competition with his advertisers. This is particularly true in this instance because the new service is

for hire and is not given gratuitously as a supplement to his regular business.

Yes, indeed, PRINTERS' INK is asked to criticize advertising literature. Almost daily, requests of this kind come in. We always decline, however, with the explanation that curbstone opinions are usually valueless. To pass a competent opinion on a piece of promotion literature, an advertisement or an advertising campaign, the critic must know more about the business and what lies behind the advertising than the casual outsider should be expected to know.—[Ed. PRINTERS' INK.]

Pyrene to Market Motor Gauges

The Pyrene Manufacturing Company, Newark, N. J., has taken over the distribution of Carter gasoline and oil gauges which were formerly distributed by Carter Motor Accessories, Inc., Buffalo, N. Y. These will be marketed through the usual Pyrene trade channels, which includes jobbers and retail dealers, in addition to car equipment installations of the Carter gasoline gauge.

C. P. Mayfield with Insurance Company

C. P. Mayfield has been appointed manager of publicity of the Fidelity Mutual Life Insurance Company, Philadelphia. He was formerly in charge of the copy and space department of the W. B. MacKenney Company, advertising agency, also of that city.

New Account for H. & J. Stevens Company

The H. & J. Stevens Company, Grand Rapids, Mich., advertising agency, has been appointed to direct the advertising account of The Tannewitz Works, saw-machinery, also of Grand Rapids.

P. C. Staples Made Bell Telephone Director

Philip C. Staples, vice-president of the Bell Telephone Company of Pennsylvania, and also director of advertising, has been elected a member of the board of directors.

Leaves Desbarats Advertising Agency

G. M. LeHain, for the last fifteen years with the Desbarats Advertising Agency Limited, Montreal, has joined the Sun Life Assurance Company of Canada, also at Montreal.

Mother— And Modern Business

by George H. Sheldon
of Thresher Service

THE world's greatest buyer, the world's keenest shopper, the best friend a maker of true-value goods ever had, is Mother. If Mother is your market, we can make specific helpful suggestions. It has been our privilege to sell her many things that have made her happy and our customers busy. We know why she buys, when she buys, and most important, how she buys.

Persuading Mother to purchase is a big part of our business. May we talk to her for you?

THRESHER SERVICE INC.

Formerly Williams Agency ~ Founded 1897



136 Liberty Street, New York City
Telephone Rector 7880 ~ Cable Flailad



How to Remove Advertising as the Philanthropist of Broadcasting

A Discussion of Plans That Take the Burden of Financing Broadcasting Off the Shoulders of Advertising

By Albert E. Haase

THE radio broadcasting service of the country as a whole must be costing about \$10,000,000 a year. This is an estimate made by Secretary of Commerce Hoover.

Certainly this is of interest to the advertisers of the country for that amount and more may be taken from their pockets by salesmanship which will convince them to try radio broadcasting to sell their goods.

The selling of goods is a job, generally speaking, that radio cannot do, since the so-called "indirect advertising" that is now sent over the radio is not advertising. It is publicity—a name, by the way, that the proponents of radio as an advertising medium prefer to use at all times except when selling it—then they call it advertising. The secretary of the National Radio Trade Association, Lawrence A. Nixon, even goes so far as to say that the preparation of material that an advertiser broadcasts should be in the hands of a publicity agent and not of an advertising agent.

Two previous articles in PRINTERS' INK on the use of radio broadcasting as an advertising medium have reduced the whole subject to first principles and have reported that unless the restriction that the Government has unofficially set up against direct advertising is violated there is no return for an advertiser save "name publicity."

While these articles have been appearing, one of the largest advertising agencies of the country has been making a study of the use of broadcasting as an advertising medium. It finds, we are told, that broadcasting is not an advertising medium, save in a peculiar and restricted sense for manufacturers such as the Victor Talking Machine Company and

the Hohner Harmonica Company. (This type of advertiser can use broadcasting to sample the entertainment his musical product affords. Such use of broadcasting has been discussed in the previous PRINTERS' INK articles.)

If radio broadcasting is not an advertising medium and yet is sold as such it follows that the cost of entertaining the public over the radio must be added to the cost of distributing manufactured commodities. The public, then, under the present system of financing broadcasting through advertising, will not get its entertainment for nothing. Somewhere along the line, some part of the public, perhaps many who have no radio receiving sets, will pay in higher commodity charges. An unfair method, but above that, a method which is a waste in distribution.

There is perhaps no subject closer to the heart of Herbert Hoover, whose office was given regulation over radio by Congress in 1912, than that of the prevention of waste in distribution.

In his consideration of radio, as the Government official in charge of it, he has approached the subject from many angles, always with the interest of the listener foremost. We doubt, however, if he has given any thought to the danger of radio broadcasting becoming a barnacle on the distribution system of this country. Consideration from that angle is over and above consideration from the viewpoint of the listener; for wastes in distribution fall alike upon non-listeners and listeners to radio entertainment.

Three national conferences on radio have been called by Secretary Hoover in the last three years. At those conferences radio fans, radio engineers, broadcasting stations, radio manufacturers, and

McClure's

has developed the most
unusual plan for

circulation-building

ever used in the
publishing business!

McClure's Magazine

beginning with the May number, offers guaranteed circulation which represents a startling power to purchase. Progressive advertisers and advertising agents will soon discover the reasons for this.

THE S.S. McCLURE COMPANY

250 PARK AVENUE, at 46th Street
NEW YORK CITY

The Des Moines Capital

produces profitable results to advertisers, because back of the CAPITAL'S subscription list is unusual buying power. CAPITAL readers, through many years of education, are trained to read and buy through advertisements in the CAPITAL.

In addition to the CAPITAL'S very remarkable productivity, both local and national advertisers may secure results at lowest cost. The national rate is 14 cents a line.

The three largest department stores in Des Moines in the month of January used 29% more space in the CAPITAL than in the next nearest newspaper, and at the time this advertisement is written, the department stores are following the same course in the month of February.

In January, too, the CAPITAL published a larger volume of local advertising than any other Des Moines newspaper, and the same is true to February 19th.

The CAPITAL is an excellent newspaper, and has prestige and influence in Iowa. Send for a sample copy.

The Des Moines Capital

LAFAYETTE YOUNG, *Publisher*

OMARA & ORMSBEE, *Special Representatives*

No forced circulation—no duplicated circulation

Mar. 5, 1925

PRINTERS' INK

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all who might have an interest in radio have been represented. But advertising, the present financial prop of radio broadcasting, has not been represented. It has had no voice, and yet it is being called upon to pay the bills for broadcasting so that the radio industry can give the public "something for nothing."

Now if the financing of broadcasting by advertising is a waste in distribution it naturally follows that some means must be taken to rid advertising of this load for the good of the country as a whole, for the good of advertising, and for the good of the radio industry. Concerted co-operation of the Government, the radio industry and advertising can remove this burden from the shoulders of advertising. Those three interests should be able to formulate an economic plan that directly or indirectly—preferably, indirectly—places the cost of radio broadcasting upon those who receive that service. From the standpoints of common sense and justice there is no denying that the person receiving a service should pay for it. That settles the question of "Who Should Pay for Radio Broadcasting?"

What can the Government, advertising and the radio industry offer toward an economic and just solution of the question: "How Should the Listener Pay for Radio Service?"

TASK OF THE GOVERNMENT

Consider the Government first: It has already been stated in this article that an act of Congress in 1912 gave the Department of Commerce the right to regulate radio communication.

Both Congress and Secretary of Commerce Hoover have for some years recognized that this 1912 legislation is totally inadequate. More than a year ago a measure, called the White Bill, was introduced into both the House and Senate that makes the Secretary of Commerce responsible to the people of the country for the proper regulation of radio. The use of broadcasting as an advertising medium is not specifically

prohibited in this bill, nor is any attempt made to define any of the classes of information or entertainment that may or may not be broadcast.

Action by Congress on that bill has fortunately been delayed. In a letter to Congressman White last December, Secretary Hoover wrote that time had already made the bill inadequate and it was his opinion that a "very short bill clarifying the powers of this department as to radio regulation should be substituted for it." Secretary Hoover submitted such a bill with a letter that made the following statements concerning it:

"It does not pretend to confer complete regulatory authority, nor does it cover matters which must sooner or later receive legislative attention. It is intended only to enable the department to retain firm control of a situation which is very rapidly changing, in which there are some elements of danger. If such a bill is passed it will give time for more consideration of the whole subject."

"I feel that the new developments in the art during the last twelve months have taken such a departure as to require somewhat further time for ascertaining its ultimate result to the public before we can adequately determine the proper course of legislation. There is a probability that by the end of that time, we may require wholly new legislative provisions."

"The short bill proposed will reinforce the fundamental situation so that no public damage can result from delay, whereas much public advantage might result from a further clarity of our knowledge as to the application of this new system of communication."

In that same letter he called the attention of Congressman White to the use that was being made of broadcasting as an advertising medium in these words:

"It has been found possible by indirect advertising to turn broadcasting to highly profitable use. If this were misused we would be confronted with the fact that service more advantageous to the

listeners would be crowded out for advertising purposes."

There can be no doubt that Secretary Hoover wrote the foregoing statement concerning advertising with consideration for the radio listener foremost in his mind. When he gives further study to the use of advertising over the radio we feel that because of his desire to prevent waste in distribution he will have a broader consideration on which to base legislation—the interest of non-listener as well as listener, and that consequently he will prevent either by direct legislation or indirectly through the power conferred on his office any scheme for financing radio that puts part of the cost upon the people who do not get broadcasting service.

In any endeavor that he would make to shift the burden of financing the cost of broadcasting from the shoulders of advertising to the economic basis of charging that service to those who listen to it, he could have the help and opinion of organized advertising for the asking. As this article and previous articles have indicated, advertising is now analyzing radio broadcasting. The American Association of Advertising Agencies, for example, is giving especial study to the subject, as PRINTERS' INK has reported, not only at its headquarters office but through a special radio committee that will be charged with the task of keeping the members of the association informed of developments in broadcasting that affect advertising.

If advertising opinion could meet with the radio industry in a conference called by Secretary Hoover it is possible that through the deliberation of that conference some way might be found to merchandise a plan for financing radio broadcasting that would directly or indirectly put the cost on the listener.

Manufacturers of radio receiving sets, however, must come to such a conference realizing that the subject of the proper financing of broadcasting is of the highest importance to their own industry—that the very welfare of their industry depends upon the quality

and kind of broadcasting service that is rendered to the listening public. Their receiving sets and apparatus are of no more value to the purchasers of them without pleasant and welcome entertainment, instruction, or information, than a talking machine would be without records or with records that the purchaser would not want heard in his home. There are many radio set and apparatus manufacturers who are fighting for the adoption of the viewpoint that broadcasting is the problem of the radio industry, but there are also some who hold that the subject of broadcasting is of no concern to them.

The managing editor of a radio trade publication, taking issue with an article that appeared in PRINTERS' INK, of February 5, concerning radio broadcasting, holds that broadcasting is not a worry of the radio set and apparatus manufacturer. This editor, L. A. Nixon, quoted at the outset as secretary of the National Radio Trade Association, sets forth in *The Radio Dealer* that no responsibility is attached to the manufacturer of radio receiving apparatus on the score of broadcasting. "The radio," he says, "is here to stay—on the merits of radio. Broadcasting on the merits of broadcasting." His main argument on the subject is stated as follows:

"It is no more the obligation of the radio industry to supply the public with entertainment, than it is the obligation of the automobile manufacturer to supply the public with good roads. Roads are essential for the use of automobiles, as broadcasting is essential for the use of a receiving set. Beyond co-operation with good roads associations we do not believe the automobile industry has felt the necessity of building ways for increasing the use of their products. If the radio industry owes to the public entertainments without revenue, or even if they owe the continuance of the class and quality of entertainment as existing when the set was sold, then the manufacturers of gas fixtures owe the public a continuance of gas for lighting in the home. If the radio industry by a sale of

QUALITY DRESS for QUANTITY JOBS!

When it's "Keep the price DOWN!"
on one side and "Keep the quality
UP!" on the other—one paper and
only one paper meets the need!
Then is the time to specify—

STRATHMORE BAYPATH *Covers*

There are eight attractive colors, five weights, three sizes, Antique and Ripple Finishes. Bay Path is the name of an entire group of Strathmore quality-quantity papers. The others are Bay Path Bond, Bay Path Book, Bay Path Vellum, Bay Path Imperial. Specify these Strathmore quality-quantity papers, and write for the Bay Path sample books. Strathmore Paper Co., Mittenague, Mass.

STRATHMORE TOWN!
—Where quality papers
are part of the picture



STRATHMORE EXPRESSIVE PAPERS ARE PART OF THE PICTURE

a receiving set guarantees this set to bring in entertainment for eternity at a minimum cost for battery operation, then the manufacturers of electrical devices, sweepers, irons, etc., should rebate every householder in the country every time electrical current rates are increased."

The two are not separable. A radio set is of no value if there are no worth-while messages that it can receive. Secretary Hoover properly expressed the idea when he said: "The whole value of radio depends upon the use that is made of it—not upon its extent or efficiency."

We feel that Mr. Nixon has unfortunately misinterpreted the point made in PRINTERS' INK of February 5. It was not advocated that the manufacturer of radio receiving apparatus should pay for broadcasting. It was shown in that article that all who had given thought to the question "Who Should Pay for Broadcasting?" came to the conclusion that the only common-sense answer to that question was: "The listener."

It also was shown that the radio industry had failed to take any appreciable steps to insure the continuance of good broadcasting; despite the fact that the public in buying sets bought them with an implied guarantee that broadcasting would be continued in perpetuity.

TWO BASIC SOLUTIONS

Broadcasting is very much a problem of the radio set manufacturer; and at present he must work for an economic solution of the problem through two main channels: (1) By a direct tax on the owner of a receiving set. (This is done in the case of the automobile and funds to be used for the maintenance of good roads are thus raised); or (2) By advancing the necessary funds himself and collecting from the consumer.

In Great Britain, where the most strenuous opponents of radio advertising are the radio interests, there is a licensing system that supplies funds for broadcasting. The British system stands as an example of a plan the radio in-

made by GRAMMES



Two of the many Metal Auto Plates made for Mack's.

Name Plates for "Bull Dogs"—those serviceable trucks made by the International Motor Co., of New York, and Allentown.

Everywhere you'll find Mack "Bull Dogs" carrying the load. They deserve good name plates.



L. F. **GRAMMES** & SONS INC.
ESTABLISHED 1875
453 Union St.
ALLENTOWN, PA.
N. Y. Office, 3412 Woolworth Bldg.
1875 - Our Fiftieth Year - 1925
Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties

ADVERTISING

Items—

TO the busy storekeeper your merchandise may be but an item among a hundred others in his stock.

IF a number of his customers call for it he may think of it as profitable. But is it of sufficient importance to warrant being set forward to a place of prominence? Would its reputation make his customers buy more of it if so displayed?

National advertising fre-

quently leads retailers to see certain articles in an entirely new light. Being merely an item to the dealer may mean that a product lacks nothing but the reputation that only national advertising can create. A number of sales problems in the experience of this company have been satisfactorily solved by its influence.

THE MOSS-CHASE CO., 425-27 Franklin Street, Buffalo, N. Y.

MOSS-CHASE





Get Preferred Attention for Your Direct Advertising

You want *your* direct advertising to get preferred attention. An unfailing way to accomplish it is to give your mailing piece an *unusual and attractive* fold. This is one of the easiest methods and it can be done at *no extra cost*.

If your printer has a "Cleveland" folder he can make these attraction-winning folds for you just as quickly, accurately and economically as ordinary machines make simple, plain, ordinary folds.

The Cleveland will make all the folds made by all the other folders and a great many that none of them can produce.

A portfolio of Dummy Folds will be sent to you upon request.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND WORKS: 1000 E. 10th Street, CLEVELAND
NEW YORK CHICAGO PHILADELPHIA BOSTON

dstry in this country could follow should it be desirable to place the cost of broadcasting directly upon the listener with the Government as the tax collector. Thomas Russell, London correspondent of PRINTERS' INK, has supplied us with information and with copies of official documents concerning the British system. From that source and others the following facts are set forth:

Great Britain was eight years ahead of the United States in creating legislation governing wireless communication. The British Government, like the American Government, has a monopoly in respect to the delivery of letters. By the Telegraph Act of 1869 it relegated to itself a monopoly on telegrams. A Wireless Telegraph Act of 1904 held that wireless communication was an extension of telegraphy to telephony without wires and as such came under the Government. From this it will be seen that complete control of broadcasting was in the hands of the British Government long before there was any popular demand for broadcasting. When a demand for such service made itself felt the Government appointed a special committee which after giving a year's study to the subject recommended the plan now in force in Great Britain.

The plan provided for the formation of a broadcasting organization, known as the British Broadcasting Company, Ltd., with a capital stock that may be owned only by British radio manufacturers. Profits are not sought, and if they come no shareholder can be given more than 7½ per cent on his original investment. The company's revenue has been obtained through a tax on every receiving set sold, and through a tax levied annually upon the owners of receiving sets. The Post Office Department collects these taxes and retains part of them as payment for its work in collecting them.

Captain P. P. Eckersley, chief engineer of the British Broadcasting Company, who came to this country for a visit last fall, made

Good Copy

**gives
readers a fact
oftener than it
asks them for
a favor**

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 MADISON AVE.
NEW YORK CITY**

**Dominant for 16 years in
Florida's Agricultural Field**

the *florida* GROWER

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

Representation

Wallace C. Richardson, Inc.
New York

John D. Ross
Chicago

George M. Kohn
Atlanta

THE FLORIDA GROWER
Tampa, Florida

the following statements concerning the practical operation of this plan at the third national radio conference in Washington, according to a report appearing in *Radio Broadcast*:

"I will not tell of our various vicissitudes, or the troubles that resulted, or of the few licenses taken out, and the total inadequacy of the service, according to the press. At any rate, at the present day the scheme has worked out very well. In 1922 there were 10,000 licenses. When I left England we were getting up a special program to commemorate the buying of the millionth license. So the progress has been extraordinary, and our income about \$2,000,000 a year. At any rate, we are spending every penny on the service, and we hope that, being able to spend all that money on the service, the programs can be made excellent, because you can afford to pay people just as if they were performing on a concert platform, and you are also able with this money to put up a fine technical scheme, having regard for the English temperament."

The British Broadcasting Company operates eight stations, each of which arranges its own programs. It was found that there were about five localities that could not be reached efficiently by these stations. Relay stations that could receive the programs from any of the eight main stations were installed in those localities and connected by wire. The foremost concern in radio in Great Britain has been to make broadcasting available everywhere.

Concerning the quality of British broadcasting Captain Eckersley made the following statements in an interview given to the *New York Times*, during his stay in this country:

"We have developed our programs by presenting the best concerts, speakers and theatrical productions available. I feel that our programs are superior to American programs because we have the funds with which to engage any speakers, concerts, theatrical productions or artists. American stations would, I am sure, fur-

blind

Most booklets are about as different as two sheep. That is why people become booklet-blind. Telephone the specialist.



CURRIER & HARFORD LTD.

Selective Advertising

27 East 31 New York Cal 6076

"WHO IS THIS FELLOW?"

¶ He's a Family Man—ninety-six per cent of all Rotarians are married. They shave, smoke, read and play a jazz record now and then. Whatever you buy for your home-life, from a collar button to a grand piano, these men buy.

¶ Eighty-five per cent own their homes; 96% have an average of two children each; 45% smoke cigars; 26% smoke cigarettes; 20% stick to the briar; and 26% don't smoke.

¶ And listen to this: 36,517 own radio equipment, costing \$6,677,900.81.

HE'S A FELLOW WORTH TALKING TO

THE ROTARIAN

The Magazine of Service

Advertising Manager

Frank R. Jennings, 221 East 20th Street, CHICAGO

Eastern Representatives

Constantine & Jackson
7 W. 16th St., New York

Mid-West Representative

Howard I. Shaw
326 W. Madison St., Chicago

Member Audit Bureau of Circulations

nish much better entertainment if they were not handicapped, in many instances by lack of funds.

CONCERTS PARTIALLY DEFRAY EXPENSES

"We have a centralized control of broadcasting and money to spend. Every performer who broadcasts for the British Broadcasting Company is reimbursed. We have a working agreement with the British National Opera Company to broadcast its productions. This company has a season of six weeks, three times a year, and productions are broadcast about four times a week. We have also engaged orchestras with well-known conductors for special concerts. For some time before the concert we announce over the radio that the concert will be given on a certain night at such a place and that the public may attend at popular prices. In this way we are able to defray some of the expenses incurred in engaging the orchestras for broadcasting purposes."

In addition to placing the cost of broadcasting on the listener, this plan, as Great Britain has put it into operation, confers a distinct benefit upon the radio manufacturers, which Captain Eckersley describes as follows: "We feel that the manufacturer has got a great field, because he will be able to concentrate on the one thing that needs concentration, that is, the perfect quality, the perfect transmitting of sound between the studio and the drawing room or kitchen. That is what we are working on, not to listen to the distant signal, but more to get perfect programs, perfectly reproduced."

The American radio industry was recently given an opportunity to voice its opinion on a Government administered tax when an erroneous report that credited Secretary Hoover as being the sponsor of a Government tax plan appeared in the newspapers and radio publications of the country.

Persons of prominence in the radio industry were readily found who looked with favor upon such a plan.

Lee de Forest, for example, has made the following statement to PRINTERS' INK on this subject:

"Should it prove that an indirect tax must be levied upon the radio public for the purpose of giving them worth-while concerts and programs, I think the matter could be very simply arranged in the following way: Let the Government levy a tax of say ten cents on every vacuum tube manufactured. These are made by only a few companies and it would be a very simple thing for the Government to keep track of the product of these few manufacturers and levy this tax. The annual proceeds of this tax would total several million dollars, the full amount of which, less the comparatively small cost of collection, could be distributed under Governmental supervision among the leading broadcasting stations for the purpose of paying the finest artists for their services for broadcasting. I recognize that politicians and law-makers will immediately see hundreds of reasons why this plan seems unfeasible; but the British Government operates a somewhat similar plan with great success to the unquestionable benefit of the broadcasting art in Great Britain, and a similar plan based wholly on revenues on the manufacture of vacuum tubes could be worked out in this country. No radio listeners would feel the strain of such a tax, and its benefits, if wisely administered, could be made immeasurable."

The sales manager of the Walbert Manufacturing Company, Howard M. Dodge, sees in a Government tax an advantage in addition to that of the proper financing of broadcasting. He sees a chance to get rid of "air hogs." He says:

"We personally favor a small tax on the listener by means of a license in much the same manner as is conducted in England and the British Empire. We believe that the principal wish with the listener is the elimination of the 'air hogs,' i.e., the elimination of radiating receivers, and if licenses by the Government would be is-

To Radio Manufacturers

IT is yet time for some radio manufacturer to be laying plans for achieving a position similar to Victor among talking machines—Cadillac among cars—Remington or Underwood among typewriters.

Such a manufacturer will not be satisfied, in his advertising efforts, simply to join the band wagon of claims and counter-claims now making confusion worse confounded in his field. He will be looking for an advertising plan and idea that will cut through as do WEAF and WJZ.

We have been making a study, and have formulated the fundamentals of a plan to make this manufacturer not *a—but the—figure in the eyes of the radio-buying public.*

The time, the circumstances, the field, are ripe and ready for the adoption of this idea. We shall be glad to discuss it with a radio manufacturer of vision and of standing.—Write us now.

THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.

New York and Philadelphia
247 Park Ave. 219 N. Broad St.

Mar. 5, 1925



Charles Daniel Frey
Advertising
INCORPORATED
A GENERAL AGENCY
30 North Michigan Avenue
Chicago

CREATORS OF NATIONAL ADVERTISING SINCE 1911

sued only to owners of non-radiating sets we believe two birds can be easily killed with one stone."

Secretary Hoover, however, is opposed, at least for the present to any plan of Government control that involves taxation of receiving sets. A statement made by him on February 8 sets forth the following comments on this plan:

"A misapprehension which I would like at this time to correct is that any suggestion has been made by me or the Department of Commerce that there should be a tax on the sale of radio materials for the provision of a national program. Such proposals were discussed at the recent radio conference but were abandoned and at the present moment it seems evident that from the vast increase in broadcasting stations, there is no need for a direct or indirect charge upon listeners in order to secure service."

This statement, however, does not meet the issue that the present scheme of financing broadcasting through advertising is on an uneconomic basis. It also does not take into consideration the fact that at the present time a class of citizens of the country is being taxed for broadcasting. That class is the farmer. He is paying taxes to support agricultural colleges, and those colleges, of course, finance broadcasting stations only through the funds derived from taxes levied for their general support.

An actual plan that provides for Government collection of taxes for the support of broadcasting has been worked out by H. D. Kellogg, Jr., of Haverford, Pa. This plan was adjudged the prize-winner in a public contest for a \$500 prize offered by *Radio Broadcast*, and conducted by the American Radio Association, an organization representing the radio listener. A summary of Mr. Kellogg's plan follows:

(1) Radio broadcasting must pay its way.

(2) Person who must pay is the consumer—the radio listener.

(3) Most satisfactory mode of payment is a definite charge ap-

plied to every owner of a receiving set in proportion to range, value and amount of use of set.

(4) This charge must be compulsory—a "box office" charge.

(5) The best index of the range and value of a set lies in the kind and number of its tubes. Or in a crystal set, the crystal is the best apparent index.

(a) Life of tubes and crystals represents with reasonable accuracy the amount of use set has.

(b) Number of tubes is index of diversity of broadcasting programs at consumer's disposal.

(c) Levy can be readily applied to tubes or crystals in form of stamp tax collected from manufacturer and paid by final purchaser.

(d) Apportionment of tax greatly simplified and evasion minimized.

(6) Yearly tax not excessive and should not harm the industry.

(7) Only possible administrator of the super-broadcasting fund is the Federal Government.

(a) Problem national in scope.

(b) Private interests would require monopolistic powers.

(c) Administration of broadcasting fund not particularly liable to political corruption.

(d) Importance to Government of controlling broadcasting stations as means of directing public opinion.

(8) Concrete illustration shows how \$18,000,000 a year may be raised by stamp tax for super-broadcasting purposes.

(9) Government will take over some existing stations and build others by bond issues amortized from broadcasting fund. Immediate fund obtained by collecting tax from sets now in use.

(10) Conclusion that super-broadcasting for, and paid by, the consumer places broadcasting on its rightful basis.

Although there were no violent demonstrations against Government control of radio broadcasting when the erroneous Hoover statement first appeared there are, nevertheless, many in the radio industry who are directly opposed to a Government tax and will

vigorously fight any plan such as the foregoing. Fortunately, there are some who are opposed to any Government participation in the financing of broadcasting who are constructive in their opposition.

THE PLAN OF THE BROADCASTERS' ASSOCIATION

What plans are offered by such opponents? The only important one is that of the National Association of Broadcasters. Paul B. Klugh, executive chairman of that association, says that it has decided upon a plan, but has not yet made an endeavor to secure the general adoption of it because it believes the time has not come as yet for such action. This plan, known as "The Stamp Plan," has been described in detail for PRINTERS' INK by Mr. Klugh. A summary of his description follows:

This plan is designed to put the cost of radio broadcasting on the radio listener. It provides for the creation of a committee of outstanding citizens appointed by,

say, the Secretary of Commerce. The function of this committee would be to administer the funds collected from owners of radio receiving sets.

This fund would come from the sale of stamps. The stamps would be sold to the manufacturers who would pay for them as they received them. Thus no collection expense would enter into the scheme. There would be only one source from which the stamps could be purchased, and that would be the committee's headquarters. The cost of the stamps would be paid for eventually by the consumer at the rate of one-half of one per cent of the retail price of all radio apparatus that he purchased. A four-dollar tube would carry a two-cent stamp; a two-dollar battery, a one-cent stamp; a fifty-dollar set a twenty-five-cent stamp; a hundred-dollar set a fifty-cent stamp. It was estimated that the gross sales of radio equipment and apparatus during 1924 amounted to \$400,000,000. One-half of one per cent of this

WE HAVE FINISHED MOVING

and are now settled in our new offices on the first floor in the new Knit Goods Building at 93 Worth Street, corner Broadway. Will you please change your records accordingly?

**THE KNIT GOODS PUBLISHING CORP.
93 Worth Street, New York**

Publishers of

**The Underwear & Hosiery Review
Sweater News & Knitted Outerwear**

Our new telephone numbers: FRanklin 1798-1799

For \$1000 we will thoroughly analyze your merchandising and advertising plans, media and copy and report our unbiased recommendations.

We have no solicitors

•

Arnold Joerns Company

Advertising

Arnold Joerns Building - CHICAGO - 26 East Huron Street

Shipping
Tags

The
Frank G. Shuman Co.
MANUFACTURERS
Blatchford Building
CHICAGO

SHUMAN Labels

Gummed and Ungummed

A COMPLETE LABEL SERVICE
Rolls, Pads, Loose, Die Cut, Gold
Embossed Seals and Color Work.

Ask
for our label
catalogue—
a label refer-
ence book for
your files.

The Fact Is—
You are selling—
The church is buying—
It will pay you to get together!

The Church Buys—
Building Material, Furnishings
and Equipment for
Gymnasiums Banquet Halls
Social Centers Kitchens
Schools Parsonages
Auditoriums Offices and Garages

That is a field worthy of your consider-
ation—for the Church does buy. Whether
it buys from you rests upon its knowl-
edge of you. The Church knows
EXPOSITOR advertisers.

The EXPOSITOR
*The Minister's Trade
Journal for 26 Years*

Remember this fact—The Church spends
the money of its members—not the
money of the minister only.

The EXPOSITOR
F. M. BARTON COMPANY
701-710 Caxton Bldg.
Cleveland, Ohio

Chicago New York
37 S. Wabash 17 W. 42nd St.

amount would create a fund of \$2,000,000.

The stamp charge would not be labeled "tax." It would be called the "Radio Fund Stamp." The amount passed on to the consumer would be too small, the committee believes, to make the consumer want to dodge it.

The fund would be used to supply all the talent necessary for a certain number of stations that would be definitely decided upon by the committee and the radio industry. The committee would hand those stations the talent it had bought as trustees of the listeners, on a silver platter. The fund would also be for all hookups involved in the transferring of performances simultaneously over a number of stations.

This plan reduced to simplicity means that the arrangement under which a great artist would broadcast would be a private transaction between the listener and the artist with men like Morgan and Rockefeller acting as trustees for the radio listener.

While the National Association of Broadcasters has a large membership, yet it does not include in its membership the stations of the so-called "Four Horsemen" of the industry: The American Telephone and Telegraph Company; the Radio Corporation of America; the General Electric Company, and the Westinghouse Electric & Manufacturing Company. How far it can go without their support in securing adoption of its plan is problematical. Then, too, several members of the National Association of Broadcasters, such as the Willard Storage Battery Company and the Crosley Radio Corporation, have expressed their disapproval of the "Stamp Plan."

However, no marked opposition to the plan has as yet manifested itself. There is good reason, though, to believe that this plan may be successfully merchandised to the radio industry and the public. It represents conscientious endeavor and study on the part of the National Association of Broadcasters, and it stands as the one selected by the association after consideration had been given



How about Legion Clubhouses?

Nearly sixty-five per cent of the more than 11,000 Posts of the American Legion have permanent quarters.

22% have clubhouses 60% meet in rooms

Ten per cent have bought, six per cent have built, fifteen per cent have remodelled, twenty-five per cent rent, and twenty-four per cent have had their headquarters donated.

More than thirteen per cent have Post Exchanges, cigar counters, or canteens.

45% have pianos 10% are equipped

35% have phonographs with radio

35% have billiard tables

Ninety-one per cent of these Posts take an interest in civic activities, and sixty-seven per cent of them have helped to put over one or more city or town improvements.

A copy of our recent investigation, "How About LEGION Clubhouses?" is yours for the asking.

Increase
Your Sales
in
1925

we'll help you do it
The
AMERICAN
LEGION Weekly

331 Madison Avenue
New York, N.Y.

New England Representative
CARROLL J. SWAN

22 West Monroe Street
Chicago, Ill.

Pacific Coast Representatives
BLANCHARD-NICHOLS-COLEMAN

"*The*
**Old Order
Changeth!**"
— *the paper
to cover*

**PORLAND
OREGON**

is the



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to more than a hundred plans. It will be observed that the revenue to be derived from the operation of this plan is considerably below the estimate of the annual cost of broadcasting made by Secretary Hoover. An annual fund of \$2,000,000, Mr. Klugh nevertheless believes, is ample enough at this time.

The "Stamp Plan," like several others that have been advanced, makes no provision for any income from sets and apparatus now in use. If it is necessary to take this thought into consideration, it is Mr. Klugh's opinion that there are enough people in this country who want to pay for what they get who would gladly contribute, in the aggregate, a tremendous sum to cover their share under this plan.

From suggestions by various manufacturers a plan that calls for the use of advertising in continually merchandising it to the listening public has been formulated by PRINTERS' INK. A description of this plan follows:

The radio manufacturers could create an organization to which any manufacturer would be eligible. The members of the association would agree to finance broadcasting through a fund of their own creation. This fund would be built up by payments by the manufacturer of a stated percentage, perhaps as low as 1 per cent, of his total sales income. Any number of trade associations create a central fund in this manner. There is nothing of a radical nature in this suggestion. It is being done in any number of industries without any checking of members' books.

Nor to anyone familiar with trade association activities would there be anything radical in the suggestion that this fund of such a radio association be used to finance broadcasting. Other trade associations launch out upon joint ventures that would be comparable with such activity on the part of the radio industry. Research work in an industry such as meat packing, is an example. The Joint Coffee Trade Publicity Committee

and the Save-the-Surface Campaign of the paint industry are additional examples. Indeed, control over broadcasting in this manner would allow radio manufacturers a logical basis on which to start joint research work—an advantage that Captain Eckersley has pointed out as accruing to British radio manufacturers through centralized control of broadcasting.

The money advanced by the association of radio manufacturers would be collected by them from the purchasers of radio sets and apparatus. Advertising would explain the plan to them and would at the same time bring manufacturers who were not members of the association into line. The advertising plan, suggested by a radio manufacturer, is a simple one. It consists of the use of an official seal of the association in all advertising copy, and whenever possible, on the products of all members. This seal would signify to the public that the manufacturer using it was contributing regularly to the financial support of broadcasting.

In the disbursing of the fund thus raised, the same method advocated in the Stamp Plan by the National Association of Broadcasters, namely, through a board of trustees, would be followed. A suggestion has been made in some quarters that is not without merit and that is not without parallel in other fields, that complete control of the fund be placed in the hands of one man who would be a virtual Czar. The thought of Landis in baseball; Augustus Thomas in the theatre, and Will Hays in the movies, is doubtless responsible for this idea. Certainly those fields are no closer to the public than radio and if each found it necessary to place its destinies in the hands of one man who had the confidence of the public, it may be a wise step for the radio industry to do likewise before necessity forces such a move upon it.

All of the proposed methods, of course, must include consideration of the problem common to

all of them, namely nation-wide broadcasting. This is a technical problem of radio and would not ordinarily be discussed in PRINTERS' INK. It is only brought forward here for the sake of thoroughness. A summary of the progress being made on this problem is given by C. M. Jansky, professor of electrical engineering at the University of Minnesota, in the March issue of *Radio News*. He says:

"Three possible methods of delivering nation-wide broadcasting are at present under intensive study. It is possible to connect up a number of stations by wire circuits and broadcast simultaneously from all of them. This is entirely practical and from an engineering standpoint entirely satisfactory, but the cost at present is almost prohibitive. If we are to continue nation-wide service by this method the cost must be reduced. The same problem is met in attempting to connect studios, orchestras, theatres, etc., with a transmitting set but a few miles away.

"The cost of such intercommunication is much higher than is ordinarily thought to be the case. No one is at present in a position to judge truthfully whether the charges asked for long distance and local interconnection service are or are not justified on the basis of engineering costs, but it is evident that these facts must be determined in the very near future.

"A second method of delivering nation-wide service is to interconnect radio stations by radio. The Westinghouse Electric and Manufacturing Company has developed a system of inter-communication by short waves or high frequencies which almost ceases to be an experiment and becomes a commercial possibility. This system is used to broadcast simultaneously from their three large stations at Springfield, Mass., Pittsburgh, Pa., and Hastings, Neb. The Westinghouse company deserves much credit for the amount of creative effort which it has expended on this project.

"The third method of deliver-

Here They Come!

Every month more leading National Advertisers are adding
THE NEW YORK TELEGRAM AND EVENING MAIL
 to their list to thoroughly cover the New York market. January and February were no exceptions. Contracts made by the following national accounts in these two months include:

LEVER BROS. CO.
 H. J. HEINZ CO.
 KIRKMAN & SON
 ROYAL TYPEWRITER CO.

GENERAL CIGAR CO.
 DE FOREST RADIO
 P. LORILLARD & CO.

The New York TELEGRAM and EVENING MAIL is a definite factor in the Evening field. You cannot reach all of the best buyers in this great metropolitan market without it.

The New York Telegram and EVENING MAIL

Publication Office, 73 Dey Street

Eastern Representative
 DAN. A. CARROLL
 110 E. 42nd Street, New York City

Western Representative
 J. E. LUTZ
 Tower Building, Chicago, Ill.

A modern national advertising agency which is demonstrating the value of its service to thirty-five business enterprises.

Centrally located in New York State, and therefore able to bring modern agency service *close* to the industries of that State.

MOSER & COTINS
Advertising
UTICA, N. Y.



MEMBER:
American Association of Advertising Agencies

Radio Manufacturers Can Advertise Locally

Where local conditions are such that advertising needs to be focused there more than any other place, **RADIO MERCHANDISING** fills a real need for the manufacturer.

Where production is such that only a certain territory, or territories, is desired for dealer-jobber distribution, **RADIO MERCHANDISING** is the only publication which can serve.

Where jobber co-operation is to be reciprocated by local advertising reaching all the trade of a given zone, **RADIO MERCHANDISING** is the manufacturer's one sure answer.

Write for Zone Map and full details of the greater

RADIO Merchandising

THE MAGAZINE OF THE RADIO TRADE

243 W. 39th St., New York City

We specialize in LARGE EDITIONS

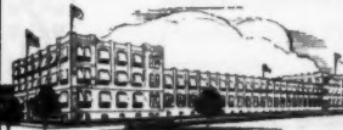
ALL the resources of our thoroughly trained organization of printing and binding specialists are at the disposal of any individual or firm contemplating large volume editions.

Unusual Monotype and Linotype equipment.

Special facilities for handling large orders of school books.

Write for our estimate the next time you need printing. We may be able to save you considerable time, money—and worry!

International Textbook Press
Box 7153-F Scranton, Pa.



ing nation-wide service under active study is the establishment of one large, powerful station of from fifty to 200 kilowatts power which will, because of its power, reach all portions of the country. I will not discuss this project in detail, but only state that in my opinion it is less likely to develop into the ultimate solution of our problem than the other two. In any case, however, we can expect that the delivery of nation-wide programs will become a frequent occurrence, and this phase of radio broadcasting will come to be an integral factor in our national life."

* * *

PRINTERS' INK's opposition to the financing of broadcasting from the advertising appropriations of manufacturers of the country is based on the belief that broadcasting is not an advertising medium in the generally accepted sense of the term. In the use of it as such it sees possible danger and harm both to advertising and to the radio industry. From the opinions it has gathered in the radio industry it feels that the radio industry believes the financing of radio through advertising to be a makeshift and a poor one at that.

In its opposition to the use of broadcasting as an advertising medium PRINTERS' INK has endeavored to be constructive. That is the reason that all seemingly practical plans for the financing of broadcasting upon an economic basis have been set forth in this article for the consideration of the advertisers of the country.

A pooling arrangement among owners of important radio patents, as an article in PRINTERS' INK of February 5 related, whereby, the American Telephone and Telegraph Company came into possession of radio transmitting patents, and was cut off from all profits from the sale of receiving apparatus for a long number of years, alone, is responsible for the endeavor that has been made to turn broadcasting into an advertising medium. The American Tele-

Subway faces are better than type books

VOU'VE done it over and over again in the subway: "He's a doctor" you will think. "I'll bet that guy's a Broadway hanger-on"—"She looks like a jazz baby"—you know the type. It isn't only the faces. It is the get-up, the whole arrangement of their dress and appearance that proclaims what they are.... That's the way an advertisement should go before the public. The type faces are important enough but the borders, ornaments and set-up should be the right get-up for the kind of advertisement you intend it to be. We think of all these things and more when you entrust your typography to us. May our typography talk for you?

WIENES TYPOGRAPHIC SERVICE

Incorporated

203 WEST FORTIETH STREET
NEW YORK CITY



**Sale—
105 Electric
Ranges in 500 Wired Homes
in 2 Weeks!**

There were only 500 wired homes in Terrell, Texas, but the Terrell Electric Light Company sold 105 electric ranges in a two-weeks' campaign—and this is typical of the enthusiasm of the South toward electrification.

Hydro-electric and steam plant development is keeping pace with the rapidly growing demand for current in the South. There is ample power for commercial and home consumption, with extremely low rates.

The South depends primarily on agriculture, and 1924 was the best crop year the South has had in many years. Prospects are favorable for an even better crop year in 1925, all of which reflects on business over the entire South.

ELECTRICAL SOUTH, with its thorough Southern dealer coverage, has been an important factor in the building of this big electrical merchandise market in the South.

**W. R. C. SMITH PUBLISHING COMPANY
Atlanta, Georgia**

Who also publish

Cotton

Southern Engineer

Southern Automotive Dealer

Southern Hardware & Implement Journal

phone and Telegraph Company is not to be condemned because it owns those patents. It probably can better develop them technically than any other single organization in the world. Nor is it to be condemned for endeavoring to obtain some financial return from the huge outlays it has made to develop broadcasting.

But because it has found the sale of advertising privileges the easiest way out financially is no reason that it has found the right way.

Radio broadcasting is unstable under the present system of financing it. In fact, its instability is amazing. In the three years from 1922 to 1925, 626 stations discontinued broadcasting; 1,079 new stations were licensed. In 1924, 259 new stations were opened and 270 stopped broadcasting.

In the light of all these facts it seems clear that those interests which seek to commercialize broadcasting as an advertising medium are marked for ultimate failure. If they will read the facts aright, broadcasting and the radio industry will be benefited and advertising will heave a sigh of relief.

A large and important radio manufacturer, who shall be nameless here, has summed up the situation admirably.

"Radio" he says, "as is, is economically unsound. It is not a question of who should pay for broadcasting, but who will pay for it, and everybody knows that this is the public. Philanthropy can be found in the dictionary."

A. L. James Joins Akron "Times"

A. Lawrence James has joined the advertising staff of the Akron *Times*. He was formerly advertising manager of the Plattsburgh, N. Y., *Press*, and at one time was advertising manager of the Maine Manufacturing Company, Nashua, N. H.

R. R. DeLong with Canadian Agency

Ross R. DeLong, for several years with the Bowman Advertising Agency, Montreal, has been appointed manager of the Canadian Advertising Agency Limited, also of Montreal.

Advertising in The Journal Sells the Goods

The advantage of reading advertisements in The Atlanta Journal is steadily set before its readers through liberal display copy in The Journal signed by The Journal.

The Journal Covers Dixie Like the Dew

Canadian Agency Wants Copy Man

Aggressive agency handling only highest type of national accounts requires immediately a man who can produce good selling copy and direct-mail features.

He must know merchandising. He must have pleasing personality.

To the right man an exceptional opportunity is open.

Tell us in confidence why you are the man and how much money you need the first year.

Our clientele includes Oneida Community Ltd.—Ruckstull Axle Co.—International Mercantile Marine Co.—J. B. Williams Co.—Toledo Scale Co.

**R. Sykes Muller Co., Ltd.
Canada Cement Building
Montreal, Canada**

A Frequently Overlooked Source of Sales Ideas

(Continued from page 8)

instead of complete copies was proposed and adopted as one of the ways in which the supply of newsprint could be economized because it was one factor in helping the publisher to reduce the number of copies printed for each edition.

The advantages to the publisher, the advertiser and the agency are so obvious that they scarcely need be enumerated. The publisher saves copies and postage; the advertiser receives the one page he is interested in; the agency shares in the advantages of both to a proportionate degree.

There is, however, an important disadvantage to the advertiser and the agency which has been made clear enough in this article. Whether this disadvantage outweighs the advantages is a question for individual advertisers and

agencies to decide for themselves. Since the war, a few newspapers have gone back to sending out complete copies. Many others continue to mail "tear-sheets" only.

In a few large cities, like New York, there are independent organizations which offer an advertising clipping service to agencies and others. The agency, for example, subscribes to the local bureau, which represents a certain list of publications. Missing copies of newspapers containing clients' advertisements, or extra copies of tear-sheets, may be obtained promptly from the bureau without the delay which would be incurred in writing to the newspaper.

Whether this plan could be developed on a national scope, by establishing a central clipping bureau and bringing all the newspapers of the country into it, is a project that has been proposed two or three times. Nothing has come of it so far, and probably nothing will. Such a plan con-

THE
SWEENEY
 AND
JAMES
 COMPANY
 1632 Euclid Avenue
 CLEVELAND



ADVERTISING

GAINS

During the Month of January
The Times was the ONLY News-
paper in Detroit to Gain in Local
Advertising.

Times Gained 84,917 Lines

While the Other Two Newspapers Showed
Losses.

News
34,748 Lines
LOSS

Free Press
38,668 Lines
LOSS

The Reason Is---Results

Detroit Times

The Newspaper of the BUYING Population

templates the use of the tear-sheet system as standard practice. A central clipping bureau of the kind proposed would be, first of all, in the interests of the newspapers, as simplifying their mailing and economizing copies and postage. But the advertiser, and the advertiser's agency, would have to decide whether such a service would give them all it should.

Advertisers who place their business through agencies are often inclined to underestimate the value of the more mechanical and accounting services performed by the agency, such as the checking of advertisements, particularly where lists of newspapers are used.

AN IMPORTANT ITEM OF EXPENSE

Not long ago a New York agency, on account of an expired lease, was obliged to seek new quarters. A location was found which provided adequate space for all departments of the agency but the checking department. The rental asked for the space was \$5,000 a year. In order to provide accommodation for the checking department, however, just double the space at double the rental would have been required.

The agency was not a large one, it is true. Sixteen people made up its personnel, with perhaps eight or ten more in the checking department. But the checking department, the president of the agency explained, was so important a part of the agency's service that adequate space had to be provided for it.

The number of accounts handled by the agency was not large, but they involved newspaper advertising in good-size lists of papers and very careful and intelligent checking was essential. Here is a concrete example of where a checking department represented a yearly rental of \$5,000, plus cost of equipment, salaries of employees, and a proportionate share of executive supervision. Had the advertisers, whose accounts were handled by

this agency, been obliged to do their own checking, the cost to each would undoubtedly have been much more than an equal fraction of the total cost to the agency. Concentration of the work in one place, with resulting economies of space, of number of employees, of operations, of facility and thoroughness acquired by experience, gave the advertisers who placed their business through this agency a very much better quality of service at less expense than each advertiser could have provided in his own organization.

It would be well worth the while of newspaper advertisers who place their business through agencies to acquaint themselves with the nature and extent of the service they receive from the checking department of the agency.

A SIMPLE SYSTEM

One such checking department visited had a record-keeping system in use of unusual simplicity and efficiency, the result of years of painstaking study and gradual refinement. The checking record is a loose-leaf sheet, eight and one-half by fourteen inches in size, which on its face side is a carbon copy of the insertion order sent to the newspaper. On its reverse side is a checkerboard arrangement of columns for noting a record of the position given each advertisement by the newspaper. This form is a sort of chart which provides, first, for noting the kind of page upon which the advertisement is printed, so it is only necessary for the checker to put a check-mark opposite the corresponding caption. The captions are Page, Number, Excellent, Good, Fair, Poor, Sporting, Opposite Sporting, Woman's, etc.

Next there is a similar chart for checking the position on the page, with such captions to check as Excellent, Good, Fair, Poor, Full Position, Top Next Reading, Top Surrounded by Reading, Top Surrounded by Ads, Bottom Full Position, Bottom Next Reading,



**Put in a North America
Coupon, too**

IT costs but a few cents to insure your parcel post packages. It would cost so much more to replace them, if lost, damaged or destroyed en route.

Mail the attached memorandum for information about North America Parcel Post Insurance and rates. A coupon in every package insures automatically.

Insurance Company of North America

PHILADELPHIA



Founded
1793

"The Oldest American Fire and Marine Insurance Company"

**Insurance Company of North America
Third and Walnut Streets
Philadelphia, Pa., Dept. W 35**

Name
.....

Street
.....

City State

Wants information on Parcel Post Insurance

WASHING MACHINE SALES MANAGER WANTED

A LARGE, successful and well-financed Ohio Corporation, manufacturing a diverse line of products, has an opening for a sales manager who has a record of successful experience in the electric washing-machine field, to take charge of its washing-machine sales.

Only a man of proven ability will be considered.

The position offers a good salary and a real opportunity to the right man.

Inquiries will be treated in strict confidence.

In answering, please supply complete information as to qualifications, references, experience and salary required.

Address "B," Box 115, care of Printers' Ink.

Bottom Surrounded by Reading, Bottom Surrounded by Ads, Bottom Next to Ads.

Beneath this there are spaces for noting whether the impression or printing is good or bad. Finally, a space is left for special remarks.

The carbon copy of the insertion order, printed on the face side of this form shows the schedule of insertions by day of the week, date of the month and copy number or caption of advertisement. Here is also reproduced a copy of the instructions to the paper covering the particular schedule of insertions. Note how explicit it is:

"For this campaign bill us exact size of cast stereo of each advertisement: ads. No. 108 to No. 111, inclusive, not to exceed 504 lines (three columns by 168 lines); ads. No. 209 to 212, inclusive, not to exceed 448 lines (four columns by 112 lines). Where shrinkage occurs we will not pay for white space above and below our advertisement. Observe insertion dates carefully as no insertions will be credited except the following."

Then follows the schedule and position desired, as, for example "full position on sporting page."

This one simple sheet tells the complete checking history and preserves in compact form the record of the schedule of insertions. Every advertisement as it appears is carefully measured and if the space occupied is less than the space ordered it is noted opposite the insertion date. These differences might be five, ten or twenty lines on an advertisement. Looking over a great many of these checking record sheets, the saving in space made in a year for an advertiser was found to amount to hundreds, and in some cases, to thousands of dollars.

Other benefits to advertisers included extra insertions given by the papers without charge to make up for poor positions or imperfect impressions, amounting in the aggregate to thousands of dollars' worth of space. On the other hand, to show the value of the watchfulness of the checking depart-

ment to the publisher, there were several instances where newspapers either forgot to bill their space or billed it at less than the rate they had quoted for it. Such adjustments invariably had the effect of arousing the publisher's co-operation.

Quite an important phase of the value of the record which has just been described is the information it places at the disposal of the agency space buyer. It gives him an opportunity to see the service rendered by a newspaper and the degree of co-operation which he can expect in the making of future contracts.

The man in charge of another checking department in a Chicago agency said:

"Our checking department is virtually the heart of our agency. It is the most monotonous and tedious part of our business and one of the most necessary parts. Its costs, in our case, are figured in with the general salaries and administrative expenses and are not segregated. But we know that it would cost advertisers more to maintain and operate their own checking departments than it costs us."

"Two of our accounts use very large lists of newspapers. We watch position, amount of space, printing, local addresses of agents and advertising of competitors. Besides this, our checkers are trained to watch the manner in which publishers treat certain economic problems in their news columns. This is important. Some of the politicians in the Northwest were agitating for State operated gas and oil stations a year ago, which agitation was of vital interest to one of our clients."

"Another point is that probably 50 per cent of our newspapers must be paid by the 15th of the month for advertisements appearing during the preceding month. The 2 per cent cash discount depends upon this. With copy appearing as far away from Chicago as the Pacific Coast, we must be in a position to get papers quickly with copies of the advertisements in the issues of the final days of

"Personal!"

That's what everything is,—to women.

Personally,—that's how they take everything that concerns their health and beauty, their homes and families, their clothes, their cars, their household appointments.

And modern women, while they may preserve the home-making secrets of their grandmothers, demand, in these days of efficiency, products and appliances endorsed by an authority.

The ancient pride of American women in their homes persists. In this new era of greater freedom and added responsibility, they insist on being supplied with the best that can be had.

Perhaps that is why the sales of one of my clients have doubled in the last two years. It may also account for the quickened interest shown in every product I approve.

At any rate, if you seek the attention of the woman buyer, consultation with me will prove of value.

Elizabeth Hallam Bohn

Consultant

71 West 23rd Street, New York City

We are exclusively wholesale distributors, selling to Department Stores, storage battery service stations, general stores and hardware, electrical, radio, drug and sporting goods dealers.

We are desirous of adding one, or possibly two, additional lines of merchandise that are marketable during the spring and summer months, as well as autumn and fall.

We have district warehouses in Philadelphia, Washington, Baltimore and Hagerstown, and sell only products that are nationally known. If you think you have the line we want, communicate with us at 1019—17th Street, N. W., Washington, D. C.

(Signed) E. R. KEENE, INC.

the month. Our work must be systematized in order to check these, bill our clients and pay the publisher by the 15th. It is a never-ending battle with some of our newspapers to get checking copies regularly and correctly."

In the case of another agency checking department we were told that in December, 1924, it was necessary to spend \$47.80 in telegrams to publishers in order to get copies which the agency should have received as a matter of course but which were misdirected or not sent at all.

ANOTHER VIEWPOINT

"We cannot pay publishers," said the man in charge of another department, "or collect our commissions from advertisers until the checking department says 'go ahead.' The agency is necessarily trained and equipped to check the advertisements of its clients. It is organized for this very purpose. Someone must do it, and the agency can do it better and cheaper than anyone else. If the advertiser were to attempt to do it, it

would cost him much more than it costs him under existing arrangements. This is where the agency renders a real service that is often lost sight of. If advertising is bought without careful checking, it is bought in the dark. No advertiser would be satisfied with such a plan, and no advertiser can do the work as well or as economically as the agency. For example, the agency is in close touch with publication representatives all the time and, as a rule, is located near them. Frequently the agency can, through a representative, effect a correction quickly. Many advertisers, because they are located in cities remote from the metropolitan points where agencies have their offices, do not have easy access to the representatives."

The "tear-sheet" system was thus referred to in another agency: "Checking is a highly important and irksome task for the reason that since the war it has been extremely difficult to get publishers to send copies regularly. Instead of sending complete copies they

WANTED
PRINTING SALESMAN

*Must be Thoroughly EFFICIENT
and have SPLENDID TASTE*

Apply by LETTER ONLY

*The IRVING PRESS
601 West 36th Street, New York*

"Alas, how easily things go wrong!"

GOODY health, courage, enterprise, optimism, efficiency, high earning capacity—all distinctly American characteristics.

But along with them we have, too often, others not so good. Confidence breeds carelessness—large earnings lead to corresponding expenditure. Few of us are provident—few save against the possible time of less prosperity. Decreased earning capacity comes in a man's life at about the same time that lowered vitality makes health less certain and accidents more serious.

You have heard of men who were ill for three months, or who had to give up business for a year. If that happened to you what would become of the rainy-day hoard? Face the question squarely. How much must your family suffer if your earning ceased for a year? What about even six months?

In youth, every man sets a stake of competence ahead. When he has \$50,000—\$100,000,

in sound securities, he will be fixed for life—no old man's home for him—no abject poverty for his family—no dependent old age, so abhorrent to the self-respecting.

But how many men of fifty years have reached this goal? How many have reached it and slipped? How sound are sound securities? What about New Haven Railroad stock and Goodyear Tire?



A very few dollars per year—so few you can hardly believe it, will insure the income you require. Isn't income protection more vitally important to you than fire, theft, liability or even life insurance? Face it—think of it—ask about it.

This advertisement was written by Charles Austin Bates and is his idea of the way to interest you in income insurance.

ALL
RIGHT
Tell me about it.

NAME _____

ADDRESS _____

J. Mitchel

George S.

THORSEN & THORSEN

Representatives of the Insured

52 VANDERBILT AVE., NEW YORK

Vanderbilt 2813

Are You The Man?

One of the leading and most progressive public service organizations in the country has an excellent opportunity in its financial advertising department for a man between 28 and 40 years who has had thorough training and experience in writing copy for newspaper advertisements and direct-mail literature. He must be prepared to show result-getting samples of copy he has written. His copy must be strong, sincere, easily understood and of the type that appeals to plain people.

If you think you can qualify for this position, send us one or two pieces of your copy which you believe meet the above requirements, along with a letter that outlines your experience, age, religion, salary you receive in your present position and salary wanted in a new one. Communications will be treated in strict confidence.

Address, The Man,
P. O. Box 64,
Trinity Station,
New York, N. Y.

send tear-sheets, because it is more economical for them to do so. The conscientious agency cannot do its work with tear-sheets. Often it will have five or six accounts in a single issue of a paper. When publishers neglect to send issues of publications to the agency, correspondence becomes necessary and time is lost, holding up payments and preventing the agency from collecting from the advertiser."

Advertisers who handle their own checking are in a position to find out exactly what the work costs them. When the work is handled in an agency, the cost of doing it is spread and divided—spread over all the accounts handled and divided or shared throughout other departments in the agency.

DEFINITE COST FIGURES

In the case of one large agency the cost of maintaining the checking department runs between \$24,000 and \$30,000 a year, and at that the department is not charged with its share of rent and general overhead. In another agency, the cost of checking figures 1½ per cent of the 15 per cent commission earned on each account. In very few agencies is the cost of checking charged directly to each account handled. The reason for this is obvious: Whatever checking may cost the agency, the agency must be ready to perform this service for the advertiser. It is a part of the agency machinery—when the machinery works at full time, it works most efficiently and at the lowest cost for each account handled.

Perhaps a fair picture of how the checking department of a large agency serves its clients is presented in the following description given by the auditor of a New York agency. After describing the mechanical operations of measuring and checking newspaper advertisements, he says:

"A checker keeps in mind not only that he must find his advertisement. He must judge its position in relation to surrounding reading matter and co-operative

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William R. Wright

formerly Sales Manager of the Franklin Printing Company of Philadelphia, is returning from Japan where, during the past year, he directed the establishment of the Japan Advertiser Press. Due to a disagreement of climate, Mr. Wright is open to a new connection in America as a thoroughly seasoned

Printing Executive

With over fifteen years' experience in estimating, production and sales, Mr. Wright was a large factor in the growth and success of the largest commercial printing house in Philadelphia.

Available

some time during March, Mr. Wright may be interviewed on his way East from San Francisco. Printing houses requiring a successful, practical, and scientific executive may communicate with Mr. Wright and arrange interviews through: Carroll T. Harris, Treas. Monotype Composition Co., San Francisco, California; William A. Kittredge, R. R. Donnelley & Sons Co., Chicago; Geo. W. Ward, Pres. D. L. Ward Co., Philadelphia. Location East preferred.

We Need a Layout Man

A man who is a careful student of advertising and can put into magazine, newspaper, direct-mail and poster layouts an original touch that savors of his own personality. This man probably should have some agency experience. He knows the mechanics of advertising, how to buy artwork and plates; how to turn out work under pressure; how to get things done. He is still a few years this side of thirty and looking for congenial associates with whom he can make a permanent and promising future. The place now waiting for him is in a young Mid-West agency. The beginning salary will be around \$3,000. Tell us all about yourself in your first letter (in confidence), enclosing photo and samples. All personal material will be returned. Address "N.", Box 267, Printers' Ink.

The hardest job you have to fill

Sales Executive of proven experience whose record shows his performance exceeds his promise—whose training in three successes in past 15 years has been along lines of advertising—merchandising and sales direction. Now Sales Manager for manufacturer of electric washer (the most competitive field in the entire electrical industry) which was practically unknown two years ago—but nationally distributed today. His present opportunity is restricted—he's at the top and so seeks a responsible connection where his financial ambitions may be realized. Will earn a minimum of \$7,500 a year to start. Age 38. Past and present references.

Write "R." Box 120, Printers' Ink, 230 S. Clark St., Chicago
READ THE TOP LINE AGAIN

advertising of a favorable or objectionable nature. He compares and notices the advertising of other clients.

"An insertion, whether in run-of-paper or preferred position, must be satisfactory, or a complaint is registered. We consider the placing of an advertisement satisfactory when the position is near the front of the publication alongside reading matter, or at least on a page containing a considerable amount of text. To be fair in making these complaints a record is kept of the position given by each publication for each insertion, and the strength of a complaint is governed by the number of offenses.

"The checker is interested in the nature of the advertising around an insertion. Competitive advertising may or may not be of a co-operative nature. It would be objectionable for a tire advertisement to appear on the same page with another tire advertisement if the advertisements on the page were of a general nature, but acceptable in an automobile section, traveling section, or, perhaps, scientific section. A salad dressing advertisement would appear to advantage on a woman's page, but not on a page showing other salad dressings.

"There is the question of quality of advertising around the insertion. Chain store price advertising may be co-operative, but seldom desirable. Advertisements may have no connection with surrounding advertisements and yet be benefited by their interest or attractiveness. Experience in checking determines ability in spotting other favorable advertisements.

"Clients may request the Checking Department to clip all advertisements of competitors or of an industry or product in which they are interested. Pictures which catch the eye, captions that arouse curiosity, are routed to possibly interested members of the staff and perhaps eventually to the client.

"Tact in adjusting small errors with publishers is a product of

constant contact with these problems. Little mistakes, such as the omission of a key number or of a dealer's name, are promptly detected and reported to the publisher without undue complaint. The publisher's good-will for the client is never undermined by a tactless letter from the agency.

"A last detail is the promptness and regularity with which a Checking Department helps to have charges go forward to the client. Through its ability to complete checking daily of all incoming copies of newspapers, its clients receive their charges at a fixed date each month and publishers are promptly paid."

J. R. Strohecker Returns to Bauer & Black

John R. Strohecker, assistant secretary and treasurer of the Wm. Anderson Textile Manufacturing Company, Inc., New York, has been appointed secretary and manager of the New York branch of Bauer & Black, Chicago, proprietary medicines. From 1911 to 1919, he was associated with Bauer & Black in charge of their credit and accounting departments.

COPY MAN WANTED

A well established and growing advertising agency in Philadelphia has exceptional opening for another copy writer of real ability. Want only a seasoned writer—one with imagination and creative talent, backed with successful experience doing similar work. Please write fully. State experience, age, and previous earning capacity. All inquiries treated confidentially.

Address "X," Box 124, P. I.

Newspaper Advertising Manager

This is an unusual opportunity for a high-grade man to become associated with a long-established evening paper in a city of over a half million.

Proved ability in selling and directing is essential; department store training a valuable recommendation; successful applicant must have practical knowledge of retail business, that he may talk intelligently and effectively with leading merchants in behalf of the paper with largest circulation.

Tell us, in strict confidence, of your experience and accomplishments.

Address "M," Box 266
Printers' Ink

WANTED IN NEW YORK

A capable representative for a monthly trade publication in the shoe field, territory New York, Brooklyn, Jersey and Philadelphia.

Commission basis, leads furnished and opportunity to build a permanent business and eventually acquire an interest. Publication amply financed, complete coverage, beautifully printed. Applicants closely investigated. Do not reply unless you are a real producer.

Address "O," Box 268, P. I.

Mar. 5, 1925

PRINTERS' INK

*Registered U. S. Patent Office**A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell***PRINTERS' INK PUBLISHING CO., INC.**
Publishers.**OFFICE : 185 MADISON AVENUE, NEW YORK CITY.** TELEPHONE: ASHLAND 6-500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 504 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. RANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line. Minimum order \$3.25.

JOHN IRVING ROMER, Editor

ROBERT W. PALMER, Managing Editor

JOHN ALLEN MURPHY, Associate Editor

ROY DICKINSON, Associate Editor

ALBERT E. HAASE, News Editor

EDITORIAL STAFFC. B. Larrabee Roland Cole
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Ralph Rockafellow Thomas F. Walsh

James H. Collins, Special Contributor

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

D. M. Hubbard

Russell H. Barker

Washington: James True

London: Thomas Russell

NEW YORK, MARCH 5, 1925

How Gold Medal Won Its Supremacy writing in PRINTERS' INK, told how a number of manufacturers had lost the leadership in their industries because of their failure to maintain the advertising pace which they originally established.

Lack of space obliged us to eliminate several examples from this executive's article. Among those eliminated was the case of Pillsbury's flour. Thirty years ago it completely dominated the flour market. The name Pillsbury was at that time so well known that it was almost synonymous with the word flour.

Gradually, however, Washburn-Crosby's Gold Medal began to encroach on the prestige of Pillsbury's Best. As a result, for several years Gold Medal has occupied undisputed first place in the flour world. The reason is plain. Ever since 1890, Washburn-Crosby has been advertising regularly and consistently without missing a year. Pillsbury has advertised, too, but not consistently. Pillsbury has long been regarded as an in-and-out advertiser. It is true that in recent years the Pillsbury company has been advertising with more regularity, especially its cereals. This advertising has met with success, too, but it will take a long time to actually catch up to Gold Medal in flour sales.

When the Washburn-Crosby company started to advertise in 1890, it was a comparatively unknown concern. In a trade-mark suit recently the company revealed that since 1890, it has put \$16,898,750.78 into advertising. Its appropriation in 1890 was \$40,677.06. Until 1902, the company invested less than \$100,000 annually in advertising. In 1902 the appropriation climbed to \$233,303.42. From then on it averaged well over a half million annually. By 1909 it was \$819,350.97. Here are the figures from 1909 to the end of 1924:

1910-11	\$ 656,197.69
1911-12	560,853.14
1912-13	506,517.36
1913-14	704,495.09
1914-15	639,499.31
1915-16	802,552.16
1916-17	1,030,769.12
1917-18	1,026,851.51
1918-19	996,784.04
1919-20	1,238,369.66
1920-21	1,386,279.43
1921-22	831,504.87 (11 Mo.)
1922-23	1,147,538.93
1923-24	1,092,420.18

It would be a mistake to attribute Washburn-Crosby's entire success to its advertising. Good all-round management probably deserves the credit for what has been accomplished with Gold Medal. It is significant, however, that good management so often includes regular advertising in its program.

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"One of the things which keeps a business small," said this man, "is the tendency of people who run it to become copy cats instead of keeping their eyes on the main goal. A competitor cuts prices, makes a change in a detail of design, gets a new headline in his advertising copy and a lot of people in the line sit up nights figuring out ways to copy him or go him one better. In the meantime, the basic obstacles and real problems of the business are overlooked and possible total volume of sales in a given territory is forgotten in the news that Jones & Company have just put out a four-color display in the windows there. Attention is riveted on petty details here and there instead of on policies and new ideas which will get more business."

This man, when he made the changes in his business which he believes led him to real financial success, proceeded on the assumption that none of the frills of business was essential.

Big annual sales conferences, a large credit department, booths at exhibitions and shows, salesmen in territories where cities are far apart, all these and others were cut down, simplified or cut out entirely. The considerable sum of money saved by this simplification process was put into a better package and more intensive local advertising. Every part of the business policy was laid out on the

Business Copy Cats There is a great difference between the adaptation of an idea and the blind following of tradition and custom in business. The head of a successful company which has in the last three years emerged from the class of trailers and is now well up among the leaders in its field, emphasized this point in a talk with one of his friends recently. The big money success of his company, he pointed out, dates from the time when he adapted ideas to fit the peculiar needs of his own business, and cut out many of the things he had been doing merely because they had always been done, or because one of his competitors did them.

table and dissected. "Is it necessary and economical?" was the question asked; not "Has it always been done?" or "Are our competitors doing it?"

Such an overhauling of business policy at frequent intervals is essential. It is so easy to get into a rut or follow some detail of a competitor's policy that the essentials and final aims of a business become obscured in the fog of detail and the hard task of being a business copy cat.

The copy cat in business will always be passed in the business race by the man who is ready to adapt ideas to fit his own special problems and has the courage and initiative to carry them out.

Where Is Your Merchandise Displayed? An interesting experience was reported recently by L. S. Plaut & Company, Newark, N. J., department store. This retail establishment increased its glove and silk underwear and neckwear business 30 per cent and doubled its ribbon business, all within four months, by changing the location of these sections. The story of the circumstances which led to the change in location is too long to tell here. The facts are interesting in themselves, however, inasmuch as they have to do with a principle of merchandising which is not covered sufficiently in dealer co-operation work.

Every manufacturer selling through retail circles should be interested in learning in what section of the store his merchandise is displayed. But this interest usually takes the form of urging the retailer to place the manufacturer's merchandise "up front." No doubt this is the best location in most instances. The competition is so severe for this favored spot, however, that manufacturers could profitably study the movement of crowds, their buying habits, store arrangement, and so on, as these conditions exist in their individual businesses.

This information obtained, it becomes possible to select the various sections of a typical store

that will prove the second, third, and fourth best locations for any particular kind of product. The manufacturer can then concentrate his efforts on getting displays in these parts of the store and inasmuch as the rivalry in these sections will not be so intense the chances are enhanced that he will get what he wants.

Too Many Enclosures

Recently, a retail druggist permitted us to examine all the mail he received from advertisers during a period of two weeks. He had stacked all the material, much of it unopened, in a large case and we browsed through it at our leisure.

Many advertisers would profit were similar permission given by retailers in their field. One would see his advertising material under the most unfavorable circumstances. If a piece of advertising literature looks as effective under these conditions as it did in the advertiser's office before mailing, then it is destined to perform sales marvels. As a matter of fact, the majority of advertisers who dig down deeply into a collection of this sort, would be more or less disappointed when their advertising matter was brought to light. Its weak points would be glaringly spotlighted; its strong features almost completely hidden.

One of the common faults that we noticed was the tendency to place too many enclosures in a single envelope. One envelope contained five enclosures, in addition to a letter. A number had four enclosures, and a great many contained three enclosures. These were of all colors, sizes and shapes. There was no apparent effort to achieve uniformity, simplicity or to do anything that would encourage reading. In fact, in many instances, the advertisers succeeded admirably in discouraging efforts to discover what they were trying to say.

No doubt the excessive number of enclosures in some of these letters was due to the entirely praiseworthy desire to make each stamp carry the full weight per-

mitted by law. This becomes an expensive economy, however, when the resulting jumble of enclosures condemns the contents to the waste-basket.

Even though an envelope may not carry the weight permitted by the postal laws, it will probably be found profitable to refrain from throwing in another enclosure solely to make up the difference in weight. The mailing which gets across one idea or one sales argument such as may be contained in a folder, booklet or blotter, is doing about as much as can be expected of it. When an effort is made to cram too large a mouthful down the customer's or prospect's throat, the outcome is more than likely to be decidedly unpleasant.

Federated Growers Report Wider Distribution

Carlot sales of products of the Federated Fruit & Vegetable Growers, Inc., were made in 1,196 cities and towns of forty-seven States during the year 1924. This compares with a distribution in 772 cities and towns in forty-six States during 1923. These sales included cars of potatoes, apples, watermelons, peaches and other commodities in towns of only a few hundred population which had never before purchased in carlot quantities. In addition to domestic markets sales were made in England, the Scandinavian countries, Cuba, South America and Mexico.

The number of cars of commodities sold for member associations is given as 34,104 which were made up as follows: 25 per cent consisted of apples, pears, peaches and similar fruits; 33 per cent were potatoes, and the remainder consisted of other fruits and vegetables. These products came from thirty-nine States.

Fashion Journal Monopoly in Soviet Russia

The right to import into the Union of Socialist Soviet Republics packages containing fashion journals is reserved exclusively to the International Book Company (Mezhdunarodnaya Kniga), Moscow, the post office department reports. Fashion journals addressed to private persons or institutions other than the book company, the report states, received in the country mentioned, will be returned to senders.

Appoints Street & Finney

The John T. Stanley Company, New York, has appointed Street & Finney, New York advertising agency, to direct the advertising of its toilet soaps.

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WHAT DO YOU KNOW?

BERTRAND L. CHAPMAN

THE world is still "round". Let us be thankful for that. But it is not made of atoms and molecules. Rather of electrons, or possibly vibrations. And the shortest distance between two points is no longer a straight line. And we fly better than the birds and swim better than the fishes. And see through the opaque, and around corners. And both see and hear across oceans and continents. And Ponce de Leon is become a prophet. And we even have a name ready for the first synthetic man—"robot."

formulate new codes that lift us to a higher plane of living.

Life is swift. Science leaves us breathless.

The next generation will waste little gray matter on Mr. Wells' "ten discoveries".

Certainly, in case of re-incarnation he will be unable to recognize (1) their tools, understand (2) their laws, or translate (3) their speech. Electricity will probably have supplanted (4) fire and (5) the beast of burden; synthetic chemistry be crowding (6) agriculture; (7) sail-less sail-boat and submarine have been junked in favor of travel by air, irrigation abandoned for artificial rainfall. Pictorial typewriting may have fallen heir to the throne of (8) the stylus. (9) Finance will have been raised to the nth power of efficiency; (10) the fact that the world is finite have been dwarfed by appreciation of the infinity of the soul.

But to return to the present — we cannot hope to catch up with wisdom. We can only struggle to keep abreast of our children. We can become converts to Nicholas Murray Butler's "adult education". We can trail ninety-one-year-old Charles W. Eliot and Chauncy M. Depew. We can read.

And hard working editors will help us choose wisely what we read.

SCIENCE is the beginning and the end of life. And what is science? Discovery. And what is life? The art of applying discovery.

Though you put faith above knowledge, yet you must accept this *in toto*. For "science has rediscovered the soul".

To grow in grace, the purpose of life, is ever to seek out new truths, tell the world about them, find ways to put them beautifully to work,

THE FORUM

Guide, Philosopher and Friend
of the Thinking Minority

EDITED BY HENRY GODDARD LEACH

Park-Lexington Building, New York.



The Thew Plant Untouched by Tornado

The terrible storm which wrecked a part of Lorain, left the Thew Plant practically untouched. We are glad, therefore, to assure Thew owners and prospective owners that our business will continue as usual.

Our escape is especially gratifying because it enables us to take an active part in the relief work, both through the personal services of our employees and the work of Thew divisions.

The picture above shows two Thews, a shovel and a crane, working in the ruins of the fatal Shreveport where they were immediately rushed to aid the tornado victims who were frantically removing the debris by hand.

The Thew Plant is so situated that we did not suffer any production or shipping facilities so you can rely for the most prompt service and deliveries.

THE THEW SHOVEL COMPANY, LORAIN, OHIO



**The Thew Shovel Company individuals
who are readers of Printers' Ink
and Printers' Ink Monthly**

NAME	TITLE	WEEKLY	MONTHLY
H. E. Billington	Vice-President for Sales	Yes	Yes
H. L. Shaw	Asst. Manager of Sales	"	"
H. C. Avery	Asst. Manager of Sales	"	"
A. E. Little	Advertising Manager	"	"

PRINTERS' INK WEEKLY

20,335 net paid circulation

Effective Coverage of

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L.J. MUELLER FURNACE CO.

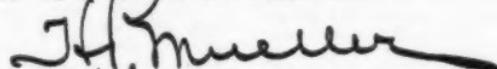
"The writer reads practically every PRINTERS' INK that comes into this office, from cover to cover.

"Most of your articles are very helpful—not only to us, but to our entire sales force. We often get some bully ideas which we pass on to our men in the form of a Bulletin, which goes out weekly, entitled—'Mueller Contact.'

"Mr. McAnney, our Sales Promotion Manager, also subscribes for PRINTERS' INK, and it goes without saying he finds this publication very helpful in his particular work.

"For your information, PRINTERS' INK is one publication that will not be scratched off the list."

L. J. MUELLER FURNACE CO.



Director of Sales.

PRINTERS' INK MONTHLY

16,296 net paid circulation

National Advertisers

Advertising Club News

S. R. Coons Lectures on Space Buying

Sheldon R. Coons, director of sales and publicity of Gimbel Brothers, Inc., gave the first lecture in the course on space buying, which is being conducted by the Advertising Club of New York, on March 1. His subject was, "Daily Newspapers."

The lecturers who will complete the series and their subjects are: Arthur H. Deute, general sales manager of The Borden Company, "Small Town Papers"; H. H. Charles, president of the Charles Advertising Service, Inc., "Farm Papers"; G. Lynn Sumner, vice-president of the Woman's Institute of Domestic Arts and Sciences, and president of the Association of National Advertisers, "Magazines"; Glen Flory, in charge of outdoor advertising for the General Baking Company, "Outdoor Advertising and Street Car Cards"; S. Roland Hall, Easton, Pa., "Trade and Technical Papers," and Roy S. Durstine, of Barton, Durstine & Osborn, Inc., "Summary and Conclusion."

The course is being given under the direction of Bernard Lichtenberg, of the Alexander Hamilton Institute.

Financial Advertisers Plan Columbus Convention

The tenth annual convention of the Financial Advertisers' Association will be held at Columbus, Ohio, on October 14, 15 and 16. This is the second convention of the association to be held separately from that of the Associated Advertising Clubs of the World. A two-session conference will also be held at Houston during the convention of the Associated Clubs. Dale Graham, of St. Louis, is chairman of the program for this meeting.

C. H. Henderson, of Cleveland, is chairman of the Columbus program committee. E. H. Kittredge, of Boston, president of the association, will preside at both meetings.

The board of directors of the association, holding a mid-winter conference at Chicago last week, decided to publish a text book on financial advertising. Forty members of the association, who are experts in their particular fields, will be asked to contribute information. It is hoped to have the book ready for approval at the Columbus convention.

Dubuque, Iowa, to Have Club

Henry Bachtel is chairman of a membership committee which is in charge of organizing a club at Dubuque, Iowa. There was an attendance of about 100 at the preliminary meeting which was addressed by Reginald Colley, of the headquarters staff of the Associated Advertising Clubs of the World, and C. A. Baumgart, president of the Iowa Association of Advertising Clubs.

Advertisers to Give Radio Lectures on Advertising

The Advertising Club of Pittsburgh will conduct a series of lectures on "Advertising Advertising," which will be broadcast over the radio through Station KDKA. These lectures will go on the air each Tuesday evening at 8:30 P. M., for five consecutive weeks, starting March 10. Each speaker will devote a half-hour to his subject.

The first lecture will be given by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, on March 10. Charles R. Weirs, president of the Direct Mail Advertising Association, will speak on March 17; J. C. McQuiston, of the Public Utilities Advertising Association, on March 24; Jesse H. Neal, secretary of the Associated Business Papers, Inc., on March 31, and G. Lynn Sumner, president of the Association of National Advertisers, who will speak on April 7.

Cincinnati Club Has "Old Home" Day

A large number of old members and out-of-town members gathered together on February 25 to celebrate Homecoming Day at the Advertisers Club of Cincinnati. Reminiscences of other days were given to the newer and younger members in addresses which were made by officers and members of the club during the administration of C. S. Clark, who was president in 1915, and who is now with the Edwards & Deutsch Lithographing Company, Chicago. The club plans to make Homecoming Day an annual event.

Advertising Must Do Public's Thinking

"Good advertisers are those who seize upon the common human failing, unwillingness to think," said Charles W. Mears, Cleveland, speaking recently before the Buffalo League of Advertising Women. His subject was: "Do People Think?"

"The greatest asset of advertising men is the tendency of people to accept any suggestion without scrutiny," he declared. "Therefore, the advertiser has the opportunity of thinking for the reader and thereby leading him naturally into acquiescence."

Malcolm Muir Appointed to National Commission

Malcolm Muir, vice-president of the McGraw-Hill Company, Inc., New York, has been appointed a member of the National Advertising Commission. He will represent the Associated Business Papers, Inc., New York, for a term of three years.

General Sessions to Be Held in Houston Auditorium

The general sessions of the convention of the Associated Advertising Clubs of the World, which is to be held at Houston from May 9 to 14, will be held in the Houston Auditorium. The meetings of the various departments will be held in hotels within four minutes' walk of the auditorium. The auditorium, which recently was renovated, has a seating capacity of 6,000. The international advertising exhibit, which is to be held under the auspices of the Associated Advertising Clubs, will be displayed in the auditorium.



AUDITORIUM WHERE GENERAL SESSIONS OF CONVENTION WILL BE HELD

This convention will be the Coming-of-Age Birthday Party of the association which will celebrate its twenty-first anniversary. A feature of the entertainment will be a reunion of the groups which sailed aboard the various liners to the London convention last year. There will be large separate tables provided for those who sailed on the *S. S. Lancastria* and the *S. S. Republic*. Delegates who sailed from Montreal on the *S. S. Montcalm*, will meet around another table as will the New England group which sailed on the *S. S. Samaria*. The Texas delegates who commandeered the *S. S. De La Salle*, also will hold a reunion.

* * *

Retailers Told to Study Methods of National Advertiser

Retail advertisers must be as much interested in market and trade analysis as the national advertiser, said Ralph L. Yonkers, advertising manager of the J. L. Hudson Company, Detroit, in an address before the Advertising Club of Dayton. He urged retailers to make a study of the methods used by national advertisers.

"Retail advertising men in the past," he said, "have believed that a knowledge of copy, layout, and mediums was all that was required of them. Today, they must know their local markets and the kind of merchandise they require."

New Committee System for Financial Advertisers

A new committee system for the Financial Advertisers Association was instituted by the board of directors of that organization at a mid-winter conference at Chicago last week. The new system provides for six subordinate committees under the head of a general research committee. Paul L. Hardesty, Union Trust Company, Chicago, was appointed chairman of this committee.

Colonel A. C. Rogers, Guardian Savings Bank & Trust Company, Cleveland, will head the appropriations division; R. E. Wright, First Wisconsin National Bank, Milwaukee, the principles and practices division; Thomas P. Kiphart, Fifth-Third National Bank, Cincinnati, the publications division; Frank J. Campbell, First National Bank, Detroit, the outdoor bulletin division; A. T. Huizinga, Jr., Peoples Stock Yard State Bank, Chicago, the mass distribution division; and Frank Fuchs, First National Bank, St. Louis, the direct-mail division.

Each chairman will appoint the members of his committee from association members in his own city in order that more work may be accomplished.

A. D. Welton, Continental & Commercial National Bank, Chicago, was elected third vice-president of the Financial Advertisers Association to fill the vacancy caused by the resignation of R. E. Hotze, Planters National Bank, Richmond, Va.

* * *

St. Louis Advertising Women Aid Better Business Bureau

The Women's Advertising Club of St. Louis is planning a new activity. Following an address by Harry W. Riehl of the St. Louis Better Business Bureau, a movement was started to supplement the work of the Bureau by pointing out the merits of clean, forceful advertising to the various women's organizations of the city.

The movement as proposed will work through chairmen of special committees of the various women's organizations and bulletins will be published at regular intervals for distribution among members of the organizations. The bulletins will be used to educate the buyers of the community to a recognition of truthful advertising and will direct their confidence to meritorious products which are truthfully advertised. Miss Ruth Brown, vice-president of the club, has been appointed chairman of the committee that will carry on the new work.

* * *

Dance for Advertising Women

The annual dance of the League of Advertising Women, New York, will be held at the Hotel Pennsylvania on March 17.

The Little Schoolmaster's Classroom

THE Schoolmaster has always been aware of the fact that the American Telephone and Telegraph Company possessed a marvelous statistical department. Members of the Class, like the Schoolmaster, have doubtless often read statements of that company's ability to forecast the growth of a community five to ten years ahead.

The Schoolmaster can understand how a forecast such as that can be made. He can see a basis for it.

Two weeks ago, however, the Schoolmaster heard some statistics roll off the tongue of a representative of the American Telephone and Telegraph Company for which he could in no way see a possible basis.

The speaker was John A. Holman, manager of the Telephone company's broadcasting station WEAF. The occasion was a radio luncheon of the Merchants Association of New York. Mr. Holman, having the advantage of talking to merchants on an advertising medium, started in to do a selling job with statistics in about this manner:

"The potential audience of WEAF is 2,750,000.

"At any given time, when a program is on, one out of every four in this audience is listening to WEAF. In other words:

"WEAF always has a fixed audience of about 700,000.

"Of this 700,000, 51 per cent own their homes; 45 per cent own autos; 50 per cent own pianos, and 73 per cent own phonographs."

When the Schoolmaster heard those percentages he did not know whether to laugh at the absurdity of the whole thought of rolling off definite percentages on a market that at the very beginning must be estimated and that every minute is shifting, or whether to stand in awe at the truly great statistical triumph of the ages. He doesn't know now. Perhaps some member of the Class can en-

lighten him on the method used in finding out that 51 per cent of the one in four listening in on WEAF at any given moment own their homes.

* * *

There are some other questions in the Schoolmaster's mind on radio that he would like to pass on for the consideration of the Class:

What should a newspaper do when it is asked to print the programs of a broadcasting station that is selling its services to advertisers? Those advertisers say they buy time on the air to entertain the public in return for name publicity. If the newspaper prints an advertiser's name in a radio program, it is giving that advertiser name publicity without being paid for it while one radio station might be receiving as high as \$2,000 for doing the same thing. Furthermore, isn't the newspaper doing an injustice to non-broadcasting advertisers who buy newspaper space to advertise their products, when it prints radio programs that carry names of companies buying time on the air?

* * *

A certain newspaper in one of the largest cities of the country saw the light more clearly on this subject when it looked into an invitation of the American Telephone and Telegraph Company to be part of the WEAF hook-up and broadcast that station's material in its territory. It found that it would be paying for long-distance telephone wires in order to broadcast name publicity for the Happiness Candy Stores, while it would be doing absolutely nothing for a retail candy company that for a dozen years or more had been a consistent buyer of its printed space.

The injustice of such a situation was so apparent that the newspaper immediately refused the Telephone company's proposition.

* * *

The American Newspaper Pub-

Something new under the marketing sun

THE Advertising Stores are bridging the gap between maker and buyer, opening new channels of trade, strengthening old ones, saving money and time for manufacturers whose distributing costs have been too high.

Mr. Producer, see what the Advertising Stores can give you:

1. Permanent, attractive exhibits
2. Superb window displays
3. Special advertising sales to introduce or popularize a product direct to consumers
4. Expert demonstrations
5. Distribution of consumer literature
6. Consumers' consultation service
7. Widespread publicity
8. Consumer advertising
9. Coupon center

Twenty-six *non-competing* lines only can get this service in a city. The first Advertising Store opens April 15th, in New York's buying center. Store No. 2 opens shortly in Chicago. Others follow rapidly in all strategic markets.

Mr. Producer, Mr. Manufacturer, Mr. Grower, the Advertising Stores are of vital importance in your merchandising. Yearly contracts are closing now. Telegraph or write for our representative to explain this tested plan.

SHAW ADVERTISING CORPORATION

Operating Advertising Stores

25 West 43rd Street, New York City

EVENING HERALD

Los Angeles, Cal.

Gained 6,631**Daily Average Circulation**

Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

It Covers the Entire Los Angeles Field Completely

REPRESENTATIVES

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

To Reach { Lumber Manufacturers,
Woodworking Plants
and Building Material
Dealers use the

American Lumberman

A. B. C.

Est. 1873

CHICAGO

Executives—Note!

You have often thought: "I'd give a lot for just the right man for that job."

I am a former automotive factory sales manager. I am now located in Cleveland and will soon be available to represent some substantial organization in the State of Ohio and surrounding territory.

I would consider the position of general sales manager or executive assistant for a factory, preferably in Ohio or Indiana. The proposition should be capable of netting \$10,000 upwards per year, on salary and commission—or bonus—basis.

Perhaps I am the man you have been wanting. I can satisfy you as to character, personality, ability and a wide acquaintanceship throughout the automotive industry.

If you have an opportunity to offer a producer address "T." Box 121, Printers' Ink.

lishers Association is giving some thought to the question. It believes that the problem is not only one of editing, but also one calling for the selling of advertising space. Recently, it passed on to its entire membership in the following words, a solution arrived at by one of its members:

"A member, who realizes that WEAF and its affiliated stations are busily engaged in an attempt to establish the radio department of the American Telephone & Telegraph Company as a dealer in advertising services, did not let himself be misled by the aura of philanthropy that surrounded the gift to the nation's music lovers."

He approached local Victor dealers to suggest they buy the newspaper advertising which the stunt had to have to be a success. These particular dealers, who seem to be more enlightened in such matters than the manufacturer of Victrolas and Victrola records, saw where their interest lay and used newspaper space that was bought and paid for."

* * *

Entirely aside from this question of programs, there is one that is strictly of interest to clients of broadcasting stations. It was raised by Jack Binns in *Collier's*. He asked: "Who pays for the time lost when an interruption is made in a paid program by an SOS call from a ship in distress. Is that time charged to the client, or to the overhead of the broadcasting station?" There's a problem no advertising medium ever had.

* * *

There is a custom among many department stores, and among other retail stores also, to celebrate birthdays by having a special sale or an anniversary week. Some manufacturers, too, make a special event of their birthday by giving dealers an extra good buy to feature in their stores.

It had occurred to the Schoolmaster that this birthday idea might be expanded and that much more might be made of it by manufacturers in many lines. So the Schoolmaster was interested to find that the Imperial

Once in a Blue Moon—

It has been just ten years since I have written an advertisement like this.

I was right out of college then; knew I wanted to be an advertising man and sent an ad. to Printers' Ink.

In those ten years a lot of things have happened:

The first job I got was that of newspaper solicitor. During the next four years others came rather thick and fast—Department Store Advertising Manager, Newspaper Advertising Manager, Copy Chief. I can't even remember them all. But I never had to advertise for one.

Six years ago I hung out my shingle. With two small clients I became A Sales and Advertising Counsel—a wonderful thing the enthusiasm of youth.

I still have both those clients. The sales of one have grown 600% to a total of \$2,500,000 last year—and the other has grown almost as rapidly

to an annual business of more than a million.

Last year 18 other clients retained my services. Their gross sales were in excess of \$20,000,000. My office handled every line of their advertising and sales promotion.

Mynet (cash) profits were more than \$12,000. For six years my income has been greater than \$10,000 a year.

For personal reasons, which however, in no way depreciate my ability or worth I am giving up this business.

That is why, after ten years, I am again writing Printers' Ink.

* * * * *

Here then is a man of 31, who is successful. A lifetime student of American business—of the buying habits of humans. A keen, alert, healthy advertising and sales executive who wants a job. A congenial job. A job brimful of opportunity for self-expression. A hard job.

If you have that sort of a job in your business, agency or newspaper and you've been waiting for the right man to come along to fill it, you may close your books—you have found the man.

Address J, Box No. 269, Care Printers' Ink

* If your job assays high in these elements, fortunately
I am in a position to assure you that we will have
no difficulty in arriving at a salary basis.

LITHOGRAPHED LETTERHEADS For \$1.25 PER THOUSAND C O M P L E T E

THIS exceptionally low price applies to lots of 25,000 lithographed in block on our White Paramount Bond, 20 lb. basis. One billheads, statements, note heads and half size letterheads, size $5\frac{1}{2}'' \times 8\frac{1}{2}''$ our price is 90c per thousand. If you have no engraving we will furnish one at actual cost. This charge is made on your first order only. Booklets of engravings and prices, also samples of our work will be sent you on request.

Envelopes Lithographed to match
\$2.00 per Thousand.

GEO. MORRISON CO.
422-430 East 53rd St. New York City
TELEPHONES PLAZA 1874-1875
Established 1898 Incorporated 1905

PREMIUM LISTS AND CATALOGS

—Premium lists and catalogs are prepared by us to fill the particular requirements of our patrons. They retain their identity at all times; the premium leaflet or catalog and the coupon or voucher are theirs.

—Premium lists may take the form of an inexpensive leaflet or an elaborate book in colors. The customer decides.

—Premium lists are furnished at a very low charge, as illustrations are produced from our stock plates, of which we have hundreds, fitting every requirement.

—Sample lists and catalogs and booklets explaining our Service mailed on request.

THE PREMIUM SERVICE CO., Inc.
199 Franklin Street New York



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company
607 Paxton Building : Cleveland, Ohio

Furniture Company, which makes nationally advertised tables, is carrying out this birthday idea in such a way that the birthday feature helps to tide the company over the so-called slack season.

The Imperial Furniture Company's birthday, according to R. J. Murray, advertising manager, comes in February, which is the big furniture sale month all over the country. This allows for a rather neat tie-up, because the company is able in October to send out letters to retailers saying "these special tables are our birthday contribution to your February sale." A special price is set for the anniversary tables, a price that later is raised to the regular mark.

"This plan, besides being attractive to the retailer because it gives him a chance to buy some fine items at a very low price, allows us to keep the factory busy during what ordinarily would be a lull," Mr. Murray explained. "As a result, we do not only keep things moving but we also get some excellent advertising and much good-will from the birthday specials.

"We have been doing this for three years. The first year saw it go over with a bang. The second year, however, dealers were inclined to be shy, thinking that if there was any catch in the idea it would become evident in this second birthday event. But as no catch appeared, they came back heavily this year and bought between 8,000 and 9,000 tables."

It seemed to the Schoolmaster that this plan for getting good-

To PUBLISHERS and AGENCIES

A successful representative with both agency and national magazine experience is available as solicitor or contact man. University graduate, M.A. Knows merchandising, research and copy.

Four years sales manager in automotive field. Well acquainted in Chicago and the West. Young. Married. Finest references. Address "U.", Box 122, care of Printers' Ink, 230 South Clark Street, Chicago, Ill.

An established and progressive British Manufacturer can undertake to market a good, saleable American product throughout the British Empire and elsewhere.

THE British firm are the manufacturers of a proprietary article known all over the world with a capital of £300,000. They have built up for themselves an exceptionally strong selling and distributing organization covering the United Kingdom, Australia, New Zealand, India, Africa and South America.

Thus equipped they are able to take over the distribution and sales of some American article, preferably an advertised proprietary line, in the countries named.

Firms who are interested should write to "S," Box No. 1213, care Dorland Agency, 14 Regent St., London, S.W. 1., England

SELL YOUR PRODUCT TO BRITAIN

Mar. 5, 1925

**- AT
LAST**

ing in many styles and sizes.

The Vizagraph is in constant use by Advertising Managers, Agencies, Engravers, Printers and Publishers for drawing headlines, layouts and dum-mies of all kinds. Its cost is moderate and it quickly pays for itself in time and money saved and in improved work.

Send for illustrated booklet showing samples of Vizagraph work.



VIZAGRAPH COMPANY
154 Fifth Avenue, New York City

Here's the Opportunity

For a Progressive Manufacturer or Agency Handling Industrial Accounts

to get a capable man, who thoroughly understands market development, sales procedure and management, both in the office and field.

He is a good mixer, of mature judgment and can handle men; has a wide and varied experience; working knowledge of advertising and production methods. Good correspondent, technical training combined with sound selling sense. Thirty-eight years old, happily married, locate anywhere, finest references as to character and ability. Address

"V.," Box 126, Care of Printers' Ink

The NEW Psychology

To readers of Printers' Ink we announce the first popular presentation of Behaviorism as an extension course under the personal direction of the originator of this new psychology:

DR. JOHN B. WATSON

Learn what Behaviorism is and how it can be used to control or change our habits and emotional life. Write for FREE brochure "Behaviorism." Address:

The People's Institute Publishing Co.
Box 773, 70 Fifth Ave., N. Y. C.



will and advertising out of a feature that also enables one to keep his factory from becoming idle was an idea that could well be adopted or adapted by other manufacturers. Florists tell you to send flowers to your mother on your birthday. Why not send your distributors and dealers a birthday present on your factory's birthday?

* * *

The Schoolmaster has observed that the old adage about actions speaking louder than words may be successfully followed in showing your dealers what you are doing for them instead of only telling them about it.

The Alabastine Company works on this principle. The company sends out a sixteen-page booklet every two months to decorators all over the country. Then, instead of merely telling its dealers that it has distributed this booklet, the company sends them the actual booklet. And, by prefacing it with eight special pages on retail topics, the company makes a special dealer booklet of the same one that is sent to decorators.

Thus dealers not only are shown what the Alabastine company is doing, instead of merely being told, but they learn in addition all the newest selling points that the company is using and use them themselves.

And the company, with just the slight addition of a few more pages to that which is already in print, turns out a most satisfactory booklet for dealer use.

According to J. L. Hamilton,

Trade-Marked Food Product

\$25,000

For immediate sale, will buy a concern now manufacturing and selling a Quality Food Product.

Address "Q." Box 258, Printers' Ink.

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

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Mar. 5, 1925

PRINTERS' INK

195

president and general manager of the Alabastine Company, dealers are pleased with this type of service. Mr. Hamilton says that salesmen tell him to discontinue any other form of advertising but not to give up the dealer booklet under any circumstances.

C. O. Brandes Joins Motor Wheel

C. O. Brandes has joined the Motor Wheel Corporation, Lansing, Mich., and will direct foreign sales. His headquarters will be at New York. For seven years Mr. Brandes directed the export business of the Firestone Tire & Rubber Company.

Joins Chas. R. DeBevoise Company

Fred H. Pinkerton, for the last four years with I. Newman & Sons, Inc., New York, has joined the Chas. R. DeBevoise Company, Newark, DeBevoise brassieres, as advertising manager.

Table Stove Account for O. S. Tyson Agency

Lough Brothers, New York, marketing a new line of electric table stoves, have appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct their advertising account.

General Baking Profits

The General Baking Company, New York, Bond bread, reports a net profit of \$5,276,118 in 1924, compared with \$5,525,559 in 1923.

Now available—

Writer and

Artist

—combined!

- ¶ Works as freely with a soft pencil making finished layouts as with a harder one writing superlative copy.
- ¶ Has directed, as president, an agency billing annually more than \$1,500,000.
- ¶ A young veteran of 34, whose earnings have exceeded \$25,000 a year.
- ¶ Intimately acquainted with most up-to-date research steps and method for "building" sound copy.
- ¶ Wants to camp on a FEW accounts of importance in your agency where the unusual thing is to be expected.
- ¶ Prolific; immediately available at a very reasonable figure. Amazing experience with big accounts; proofs and references of a high order.

Address "W.," Box 123,
care of Printers' Ink.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



LETTERING and DECORATION

34 NEW 28
NEW YORK

RALPH E. DEININGER LACKNA

ADVERTISING DESIGNER 47-9

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used

Printers' Complete Outfitters
Conner, Fendler & Co., New York City

WANTED—Addressing machines, multigraphs, mimeographs, typewriters, office furniture. State particulars. E. SCHROEDER, 799 Broadway, New York. Phone: Stuyvesant 9650.

PUBLISHERS—ATTENTION
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub., Dept. 170, Hanibal, Mo.

Retail Ad Material Wanted
Can give concern active and satisfactorily profitable representation in Eastern States. Commission basis. Well known among owners and ad mgrs. of large retail and department stores. Box 735, Printers' Ink.

FOR SALE

Controlling interest in plant producing Roll Labels and Printed Sealing Tape in one and two colors. Also Die Cut Stickers and Flat Label Work. Located in Chicago and shipping into every State. \$4,000 to \$5,000 will handle. Address Box 739, P. I., Chicago Office.

HELP WANTED

WANTED—Experienced advertising man who can write first class merchandising copy on electrical appliances. Write stating experience, and salary desired. Box 744, Printers' Ink.

ARTIST—New York Agency of medium size requires good man for lettering and design. Quality work and experience essential. Permanent. Write fully to arrange appointment. Box 745, P. I.

ADVERTISING SALESMAN for high-grade established monthly class journal. New York territory. Knowledge of building field helpful. Give age, experience and salary expected. Box 746, P. I.

Photo - Engraving Salesman
Excellent opportunity for the right man. Aetna Photo-Engraving Co., Inc., 511 W. 42nd Street, New York City.

SALESMAN

A particularly attractive proposition on commission basis for three wide-awake, experienced men selling new automobile enamel in New York, Philadelphia and Boston. Must be willing to demonstrate. Man with car preferred. Opportunity to become District Manager. Box 748, P. I.

WANTED—for the Middle West territory a man to sell outdoor patented weatherproof signs to national advertisers. State your experience when applying. The Kemper-Thomas Company, Cincinnati, Ohio.

SALESMEN

for show window service contracts. Can use two or three more competent men. Commission basis. Write A. Cherney, 1330 W. Van Buren St., Chicago, Ill.

COPYWRITER (MALE)

Busy advertising and sales manager wants young copywriter with advertising agency experience. Preferably one who has complete knowledge of cuts, art work, etc. Send samples of work, references and state salary. Box 731, P. I.

Sell Living Publicity from Hollywood. Write for our booklet "How to Sell Motion Picture Advertising." The story told by the man who made \$69,680.57 in 3 years selling Living Publicity. Kinema-Art Studios, 1426-F Beechwood Drive, Hollywood, Calif.

Three aggressive solicitors and contact men who can produce for new office of progressive Southern Agency. Both local and national business. No seat warmers or excuse makers wanted. Results only will count. Commission or small salary and commission to start. Splendid opportunity. Give full particulars immediately. Box 733, Printers' Ink.

ADVERTISING SALESMEN

A special publication proven profitable for over 1,000 national and retail advertisers. Will give the right man \$5000.00 the first year in commission. One salesman earned \$10,000.00 a year. Another part-time salesman earning \$250.00 a week. This is a splendid opportunity for live, energetic salesmen. Salesmen in almost every city can have selected territory. Box 743, Printers' Ink.

Managing Advertising Solicitor Wanted the only American newspaper printed in Central Europe with headquarters, Hamburg, Berlin, New York. Is establishing with great success business connections, agencies, etc. Wanted first class managing solicitor who could handle exclusively the American advertising and build up future organization by appointing later his own solicitors, big commission paid promptly. Drawing account and exclusive advertising agency for United States and interest in business when justified. Only first class man who knows how to produce and who can see big future for himself should apply stating experience. Box 730, P. I.

MISCELLANEOUS

STOCK ELECTROTYPE

 Our CUT CATALOGUE—15th Ed.—shows nearly 1500 advertising cuts. Price, 50c (stamps or coin). An enter-taining picture book.

Spatula Pub. Co., Boston 14, Mass.

POSITIONS WANTED

ADVERTISING COPY ASSISTANT
Writes clear, forceful English; skilled in layout; can buy art; New York only. Agency, publisher or advertiser. Salary, fifty dollars. Box 751, Printers' Ink.

COPY WRITER

Also idea man. Eight years' experience. Now available for situation anywhere. Box 741, Printers' Ink.

AGENCY MAN

Eight years' experience in all branches of agency work. Will consider location anywhere. Box 742, Printers' Ink.

Veteran newspaper man—Now in magazine work, seeks editorship of thriving daily, preferably near New York. Has record of swelling outside circulation through gingering correspondents by personal demonstration. Box 728, P. I.

Graduate of Wharton School, University of Penn., '23, desires connection with substantial manufacturer. Sound knowledge of trade-mark and commercial law. 2 yrs. successful specialty selling experience. Unquestionable references. Box 727, P. I.

THE BEST CLERK in a large retail store—a young Americanized Scot, age 21—wants to learn advertising in New York agency or advertising department. Let me tell you how well he can write and how hard he can work. Box 724, P. I.

N. Y. ADV. AGENCY EXECUTIVE \$7500
Will relocate with agency or as advertising manager. Knows his business from ground up—copy, plans, production, merchandising. Married. Best references. Box 747, Printers' Ink.

Advertising manager, now in general agency, desires return to newspaper field. Successful record in Middle West as newspaper executive, business creator and builder. Expect moderate salary plus opportunity. Age 30. Box 725, Printers' Ink.

Field Publicist—Gilt-edge record creating commercial good-will co-operating with salesmen and in promoting worthy causes. Flexible system including strong advertising equipment. Can get any influence gettable! Metropolitan headquarters preferred. Box 729, Printers' Ink.

Capable Agency Man

Twelve years' experience as copy writer and contact man on national and local accounts, desires association with AAAA agency. Opportunity more important than initial salary. Highest references from past connections. Address Box 740, care of Printers' Ink.

WE CONNECT THE WIRES

TELL US about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

COPY WRITER

Free lance, formerly copy chief big N. Y. agencies. Part or full time for special copy or as adv. mgr. Box 734, P. I.

ART DIRECTOR—Artist designer—12 years experience designing and executing art work. Knowledge of type and familiar with the basic principles of selling ideas. Free-lancing but seeking greater scope. Open for immediate service. Box 736, P. I.

ARTIST

Experienced photo-retoucher would like to connect with a reputable house in the East. Specialist in poster treatment of vignettes and mechanical subjects. Present position seven years. Box 726, P. I.

SHOW CARD WRITER

Twelve years varied experience, rapid, clever letterer, now employed with good reasons for making change; desires position. Has knowledge of advertising; reliable, married, age 30. Box 732, P. I.

ADVERTISING SALESMAN—Seasoned experience; successful record; good acquaintance and standing New York and Eastern agencies, large national accounts, different class and trade fields. Capable, reliable Eastern representative or manager. Familiar with, would locate in Western territory. Now unattached; best credentials. Box 737, Printers' Ink.

AN ABLE COPY WRITER AND EXPERIENCED SALESMAN

Ten years successful selling through the spoken and the written word. Age 34, Christian, college graduate. Open for new connection in either line or a combination of the two. Dealers in hokum, bunk, hot-air will please not reply. This fellow doesn't play that way. Box 738, Printers' Ink.

Advertising and Sales Promotion Executive

is seeking a substantial opportunity requiring rather broad knowledge of advertising, merchandising and sales problems. Christian, age 33, married, thirteen years' training with national advertisers. Complete particulars might prove interesting to you. Salary reasonable. Location optional. Box 750, Printers' Ink.

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Yes, the Herald-Traveler is READ

Recently, the Boston Herald carried a brief editorial—without unusual display—and suggesting that readers might wish to send in their opinions.

Three days later, the editor was forced to ask that no more letters be written. The number received already exceeded ten thousand.

This is convincing evidence of unusual reader interest. Yet it is merely typical of the attention *your* message will receive when it is broadcast to Boston through the columns of this paper.

The Herald-Traveler is *read*. On every page of every issue is something to interest some member of each family it serves. The Herald-Traveler completely meets the preferences of more than a quarter-million families—a clientele which no other Boston paper has ever been able to satisfy.

We should be glad to send you a copy of "Business Boston," an important story of advertising opportunities in this most responsive section of the rich Boston market. Write for it today on your business stationery.



BOSTON HERALD-TRAVELER



"A visitor from the effete east takes off his hat to you!"

Wilton Lackaye

The above was the concluding sentence of a letter to the editor of The Chicago Tribune from the famous actor. His first paragraph read:

"At first glance to the visiting outlander the well known slogan of The Chicago Tribune, 'The World's Greatest Newspaper,' seems a large order. Some residence here and The Tribune habit lead him to understand a perhaps pardonable pride which disdains to ape humility."

The Tribune has just issued a rather odd booklet entitled "Brickbats and Bouquets" giving the curses and compliments of the friends and enemies of this newspaper. Anyone who likes a fight will enjoy it. It will be mailed free on request.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER